

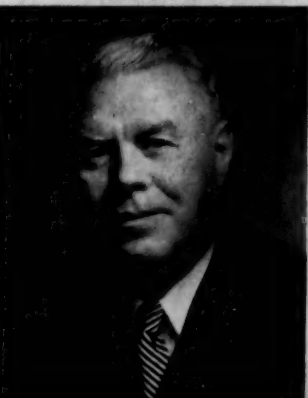
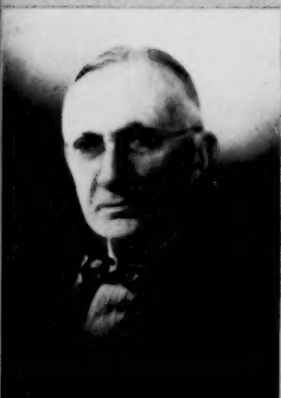
AUGUST 7, 1954

LEATHER AND SHOES

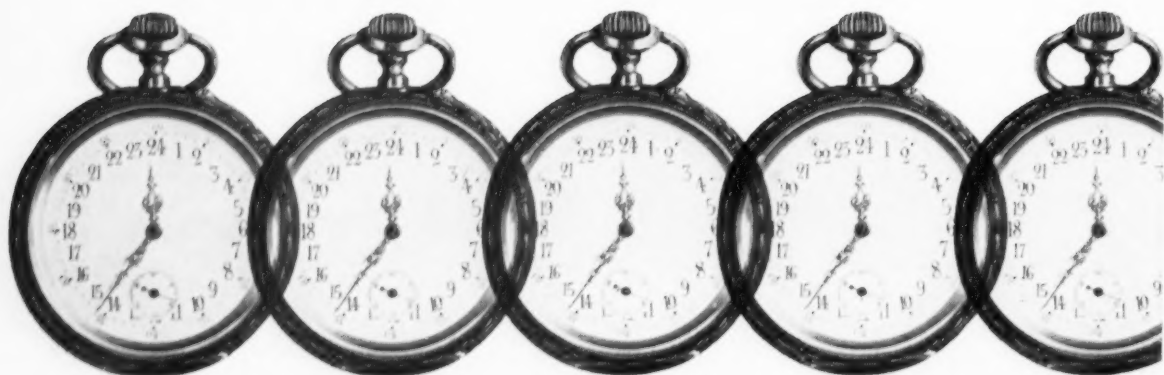
The Magazine for Executives

RUEPING'S 100th.

The Fred Rueping Leather Co. this month enters its second century of successful operation, guided by this alert directorial team. TOP ROW, LEFT TO RIGHT: F. E. Rueping, plant manager; C. F. Van Pelt, president; F. J. Rueping, board chairman; W. H. Rueping, supt. of processes. BOTTOM ROW: F. W. Chadbourne, taxes and legal; F. E. Carney, industrial relations; Alex Abig, tanning; Walter Schroeder, sales.



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LISTEN TO THIS!

Heavy Foot. The recent Army study on comparisons of leather used in military footwear brought up an interesting fact. The addition of one pound to the weight of a man's shoes produces the same increase in his metabolism (energy expenditure) as for four pounds added to his pack. Chrome-tanned leather is lighter in weight than the conventional Army retan leather.

Darling Debbie. Shoe business ought to make a special award to movie star Debbie Reynolds. She has over 140 pairs of shoes in her wardrobe—and the number is continually growing.

Shine and Shiners. In Jersey City last week, a cop ordered a bootblack to get going as he was shining the shoes of a customer. The bootblack was ready to move, but the customer refused to budge until his shine was finished. Came an argument between cop and customer while a crowd gathered. Two men jumped in and slugged the cop—and a couple of more added their wallops. The cop drew his gun, held them at bay. Altogether five men were arrested. The bootblack wasn't.

Frog in hand. A Japanese handbag maker had been having trouble selling his regular line of snakeskin hand-

bags. He came up with a novelty—genuine toadskin leather handbags. Now he can't keep up with the demand.

Athlete's foot check. In several of New York City's public pools the kids are getting a foot check for athlete's foot. The examining doctors report that pool officials are using precautions against athlete's foot, and that the kids' feet are in good hygienic condition as a result.

Wrath on Rabbits. Back in 1952 a French college professor was disgusted with the crop damage made by rabbits on his 750-acre estate. He bought a vial of Myxomatosis, inoculated two rabbits with the virus. So rapidly did the fatal disease spread that in one year some 100 million other rabbits throughout France were dead. The epidemic has spread through Europe, is expected to strike many parts of the world. Many tanners, along with hunters, furriers, hat-makers, rabbit breeders, etc., are in a frenzy, claiming their livelihood is being threatened.

Now it's official. The eternal wrangle between husbands and wives as to which has the colder feet now seems settled officially. Wives have the colder feet because their circulation

slows down more at night. That's the decision of The Foundation of Habits of Husbands and Wives.

Why businesses fail. It's estimated that 80-85 percent of present business management has taken over within the past 15 years. Most have no experience with depression, intense competition. However, of 350,000 firms closing doors annually, most are voluntary liquidations. Only about 10,000 are failures with loss to creditors.

Who's tight? A Milwaukee man last week told the judge that he was innocent of the charge of driving while intoxicated. The arresting cop had demanded that the driver get out and walk a straight line. The man wavered while walking. But, he told the judge, it was caused by the pair of new, pinching-tight work shoes on his feet. And moreover, his blood-shot eyes were the result of working all day in the hot sun. The jury returned with a verdict of not guilty.

More chestnut extract? The tanning industry may again see a revival of chestnut tanning extract as a major supply item. The American chestnut tree, victim of blight for 50 years, is gradually being replaced by a new resistant hybrid—a cross between the original strain and an oriental species.

LEATHER AND SHOES

Vol. 128

August 7, 1954

No. 6

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Departments

Editorial	4
News X-Ray	5
News	7
Stylescope	18
Military Buying	23
Leather Markets	24
Tanning Materials	26
Hides and Skins	27
People	30
News Quicks	34
Canadian Notes	35
Want Ads	37
Coming Events	38
Deaths	38
Index to Ads	38



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LEATHER and SHOES, The Magazine for Executives, published weekly by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Ill.

Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Boston.

The Role Of Lower Prices In Higher Shoe Consumption

Consumer Demand For Lower Priced Footwear Is Proved
Very Real—With Good Potentials For Shoe Business.

THE joint study on shoe prices issued recently by the National Shoe Manufacturers Association and the New England Shoe and Leather Association contains some significant implications which should stir some fresh perspective regarding the merchandising of footwear.

One revealing fact was that 60 percent of the 501 million pairs of shoes produced in 1953 sold for \$6 or less at retail during 1953. The dominance of low-price footwear sales may come as a surprise to many, even in shoe business. However, in several editorials of the recent past we have pointed up the fact that the "trend" in consumer footwear purchases has been toward purchase of more lower priced footwear. We believe that this movement will strengthen even more in the years ahead.

Now, it may seem somewhat ironic and contradictory that consumers will lean toward lower priced footwear in a period when incomes and living standards are at an all-time high. It would seem that against these conditions there would be a plausible movement toward more purchases of higher priced, better quality footwear.

Why hasn't this happened? As we've pointed out in previous editorials, consumer buying tastes and habits are undergoing some major shifts in conformance with changes in the American pattern of living.

We have cited several of the major undercurrents creating this shift in purchasing tides: the spectacular rise in suburban population and the associated new apparel habits involved in suburban living; the mass trend toward what is broadly called "casual" apparel (note, for instance, the sharp rise in sales of men's "separates" as contrasted with a decline in regular business suits); the trend toward consumer buying of special-purpose items to fit special wants and needs; the spread of the

consumer budget over a far greater number and variety of consumer items than in years past.

These and other factors have had—and will continue to have even stronger—an influence on the price, style and type of footwear demanded by consumers.

Now, we believe that behind this trend is a tremendously important fact. Consumers aren't tending toward a preference for cheaper footwear in terms of quality, but rather are tending toward preference for lower priced footwear *which allows them to purchase more pairs to provide a wider variety of footwear in their wardrobes.*

An analysis of the figures contained in the joint NSMA and NESLA study uncovers some interesting facts. Over the past three decades there has been little appreciable change in overall per capita consumption of footwear. It has averaged between 3.15 and 3.20 pairs annually. On first glance, then, it would seem that the trend toward lower shoe prices (relative to consumer incomes) has had no special effect in spurring increased per capita consumption.

However, further analysis disproves this. For example, let's compare per capita consumption of misses' and children's shoes with youths' and boys' shoes. Prior to World War II, per capita consumption in misses' and children's shoes averaged about three pairs annually for some 20 years. For youths' and boys' it was around 1.55 pairs. But in the postwar years misses' and children's shoes have shown a spectacular rise to about 4.5 pairs, while youths' and boys' have fallen to 1.36 pairs.

Now let's tie this up with prices. Only 9.3 percent of all misses' and children's shoes sell for over \$7, whereas 20.6 percent of youths' and boys' shoes sell for over \$7. This appears to suggest that price differentials is at least one important cause for the rise in per capita consumption with one group, and a fall in the other.

A similar comparison can be made with men's and women's shoes. For some 20 years prior to World War II, per capita consumption of men's shoes averaged 2.12 pairs annually. During the eight postwar years it has slumped to 1.90 pairs.

In the 14 years 1921-34, women's per capita shoe consumption averaged 2.31 pairs; during the next 11 years it rose to 3.62 pairs; in the 1946-53 period it rose to four pairs.

Now let's look at comparative prices. In the women's field only 16.5 percent of all shoes sell for over \$10. In the men's field 43.2 percent sell for over \$10.

Therefore, there does seem to be a parallel between per capita shoe consumption (or sales) and prices. It might be argued that, for example, more leather is required for men's, youths' and boys' shoes, and hence represents most of the price differential. It can be counter-argued, however, that the far more intricate styling found in girls' and women's shoes compensates this in costs to a large degree.

But beneath all the figures moves a powerful undercurrent—the most potent motivating force of all that is creating the new price "trend." It's the very distinct change being made in the American pattern of living, with all its complex effects on consumer buying and consumer tastes.

Back in the Twenties, for example, shoe prices were much higher relative to consumer incomes and cost of living. It might even be argued that shoes were of better quality in general. But a single pair of shoes was sufficient to serve multiple purposes for year-round use. Those were the days when women bought fewer than three pairs a year (as compared with four today); when girls and children bought only three pairs (compared with 4.5 today). A pair of shoes was like an overcoat—you wore it until it was threadbare.

There's no escaping or bucking the trend toward moderately priced shoes. It's inextricably linked with a new pattern of American living that demands a greater variety and number of apparel items. People are going to buy more shoes, not fewer. If shoe business meets these changing consumer tastes in styling and prices it's going to see a bigger, not lesser prosperity.

Reprints of the editorial at nominal costs:
Up to 100, 10¢ each; 200-500, 5¢ each; 1000-3000, 2½¢ each; 5000 or over, 1½¢ each.



news X-Ray

Shoe and leather industry may be facing lull before the storm.

... Retail sales outpacing production over several months while inventories in many cases sub-normal. ... Outlook: excellent.



Shoe and leather business may currently be experiencing the proverbial lull before the storm. Production activity in this industry, as in most, has held at recessed levels for months. Lowered output, steadily lowered inventories. An example: June industrial production index at 124, compared with 136 for June of last year.

Meanwhile retail sales have continued at a healthy clip ... and the prospects are excellent for an even higher level of retail sales over the next six-twelve months. This is consensus of leading merchants, private and government economists, retail survey reports, etc.

So significance of outlook seems evident: the possibility of a "rush to market" as a result of long-sustained low industrial activity plus reduced inventories, measured against steady retail demand and consumer buying. "Rush" isn't to be interpreted as "boom" but rather as substantial and sharp pickup expected over next few months.

Note some important factors. Just completed national consumer study by Survey Research Center at University of Michigan. In past years, findings of this organization have proved extremely accurate. Findings of most recent survey, made in June and July, show consumers in a "bullish" mood, ready and willing to step up expenditures.

Last year, Survey Research Center found most people griping about high prices, taxes, high cost of living. Now comes important switch in consumer mood ... feeling that prices have steadied, income outlook is healthy, general economy is sound. Hence confidence in their own spending rather than of "recoil" attitude of last year.

Department stores especially confident on sales outlook. For first three-quarters of last year, net profits were 2%. Same period for 1954 expected to match that. But pickup of last quarter will be greater, bringing year's net to 3.2%, as against 3% for last year's total. This is important indicator of expected fast recovery seemingly due for months ahead.

Surprisingly, retail sales have been the steadiest underpinning of the economy over recent months while industrial activity took a dip. Keep in mind that there are three big spenders in U. S. economy: consumers, business (plant, equipment, etc.), and government (defense and

general). Government will continue as heavy spenders. Business expected to outlay more, especially in restocking low or depleted inventories. And consumers will hold or even increase currently healthy spending rate. Total prospect picture: good.

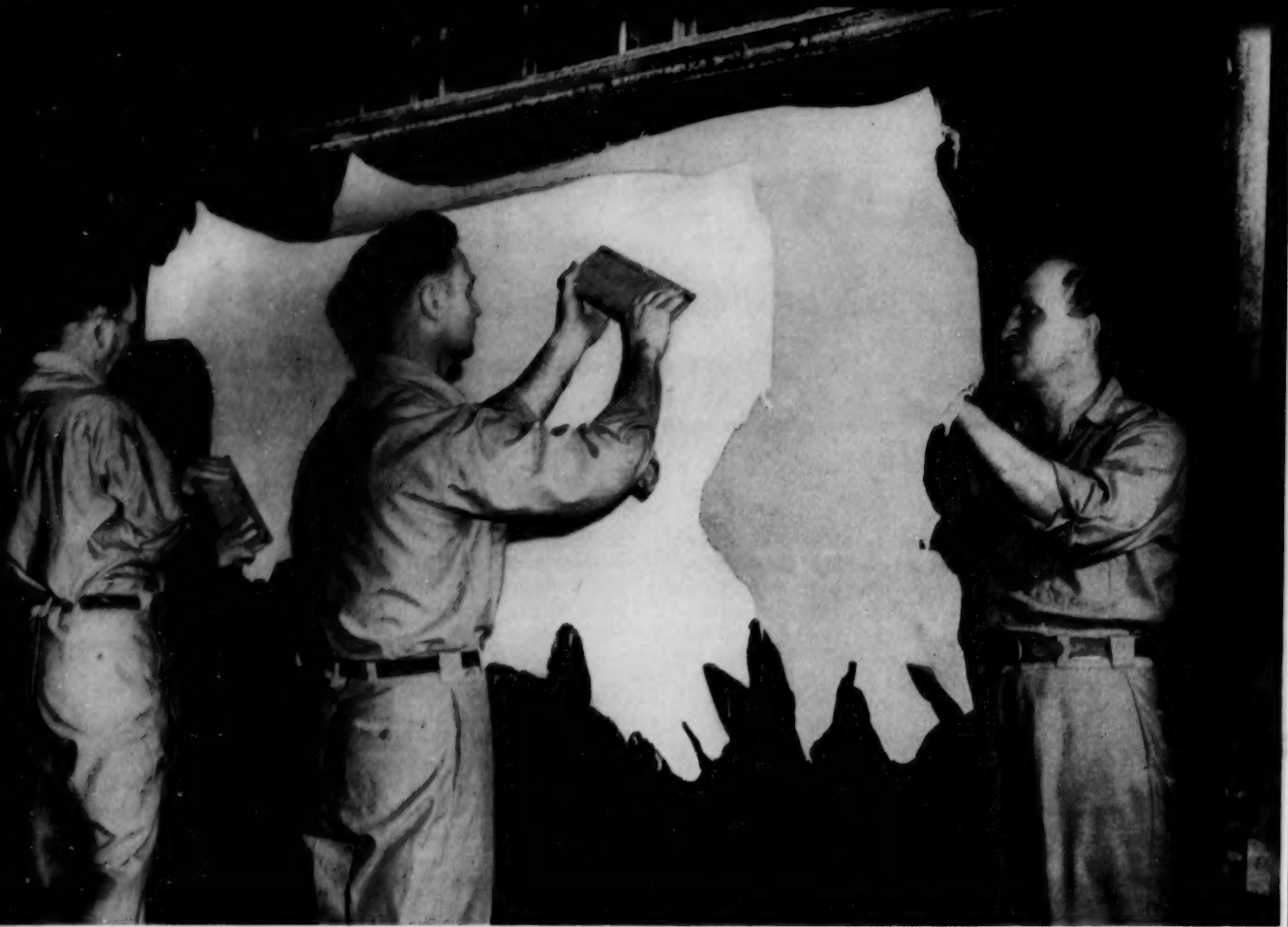
The whole pattern simulates the "traditional" conditions in shoe and leather industry preceding sharply increased activity. Last year's shoe output of 501 million pairs was below normal consumption level which should have called for about 515 million instead. However, slight over-production and some over-stocking at retail during little boom of 1952 resulted in leveling off in 1953.

In mid-1954 all excess fat seems well trimmed off retail shoe inventories and likewise off manufacturers inventories. The present situation is one of "ready to go." Though starting gun hasn't yet been fired, it can be any time now. Note that June shoe production, after months of production being below comparable period of last year, finally moved ahead of June of last year. Look for succeeding months to move ahead of same months of last year.

Population now stands at around 163 million. On basis of 3.2 pairs per capita it calls for output of 522 million pairs for 1954. But first six months were too low in shoe output to hope to reach that figure. What we'll have is reverse of last year when first half was high, second half low. For 1954 we're in for high second half to counter-balance low first half ... with end result a healthy total figure for the year.

Moreover, signs point to a substantial shoe production level beyond six months ... probably will run at least 8-9 months, as usually happens in "feast" following "famine," as now seems due. Put it another way: our production level has been running at rate equivalent to shoe-feed a population of only around 156 million instead of 163 million. Thus there's a catching-up period due.

Traditionally in shoe industry, as records of past 30-40 years show, never has been a depressed production level sustained for more than 18 months, but usually never more than 10-12. Manufacturers rarely over-produce, nor retailers over-stock, to such an extent as to be overloaded for extreme periods. Shoe business has had its "normal" lull period, and all signs point to a *mild* storm (simply a resumption to normal rate of output required for 163 million people) of production activity.



Pasting white leather on glass at Fred Rueping Leather Company, Fond du Lac, Wisconsin.

How TANAK® MRX lets you stretch leather— and still keep it plump!

Pasting wet leather on glass or porcelain plates to dry will give a tanner more footage—but the leather tends to be flat. The addition of TANAK MRX to his white formula allows the tanner to increase his footage yield, tighten the break and still maintain plumpness.

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Such results have led to wide acceptance of TANAK MRX in the production of white, colored and natural back leathers.

With chemicals for virtually every tanning process, and a modern application laboratory, Cyanamid can give you complete service.

To make leather better through chemistry...



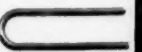
Cyanamid recently opened a completely modern application laboratory at Chicago. Perhaps our research program should include *your* tanning problem. Drop us a line.



Good bating practice can make all the difference in leather. Leading tanners rely on Cyanamid's CURILIN® Bates and application experience as a quality-insuring combination.



Tanning agents, dyes, pigments, heavy chemicals, tanning specialties complete the "kit of tools" that your Cyanamid representative can put to work on your problem.



AMERICAN *Cyanamid* COMPANY

LEATHER CHEMICALS DEPARTMENT

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LEATHER AND SHOES



The Magazine for Executives

CENTURY OF PROGRESS

100 Years Of Rueping — And Today Younger Than Ever

Several Times This Remarkable Firm Faced Disaster, Only To Emerge Stronger And More Confident Of Its Future

On August 5, 1954, the Fred Rueping Leather Co. celebrated its 100th anniversary—a genuine rarity in the shoe and leather industry. Over the past century this company has made some major contributions to the industry, and today the firm is perhaps more vigorous in its thinking and operations than during any time in its long and spectacular history.

This is the story of a company's 100 years in business—its growth and growing pains, its near disasters and its many moments of fine achievement and prosperity. But perhaps its most important feature is the dramatic evidence that with "old age" there can come an increasingly youthful and confident outlook for a company and for an industry of which it is part.

In 1853, at the age of 42, William Rueping immigrated to America with his wife and six children. William was already a prosperous merchant in Germany, and his wife had inherited a considerable sum of money from her father. They could have lived in comfortable retirement in their native Germany.

However, a couple of years earlier William had read a book by a fellow German who had settled in America. The book extolled particularly the wonderful country in and around Wisconsin, was titled "Hints for the Emigrant." It so inspired William Rueping that he was convinced it was the place for him and his family. He decided also that his occupation in the new America would be gentleman farmer.

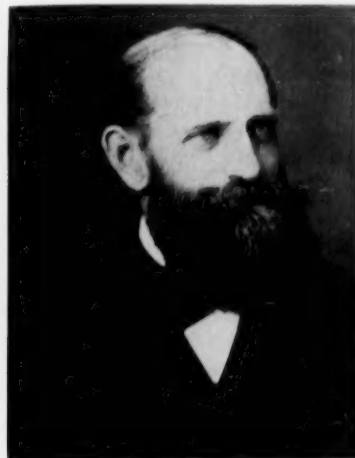
While he was looking over farmland prospects in and around Wisconsin, his two oldest sons, William, Jr., 18, and Frederick, 17, got jobs in the tannery of Pfister & Vogel, established in 1847 in Milwaukee. The pay for an 11-hour, six-day week was \$32 a month without board. Frederick had earlier served his apprenticeship in the Kuhlhoff tannery in Essen, Germany.

Father William suddenly **shucked** the idea of gentleman farming, feeling that it had no prospects in the new and vigorous America. Instead, he decided to set up in the tanning business, though he knew nothing about tanning. He began to

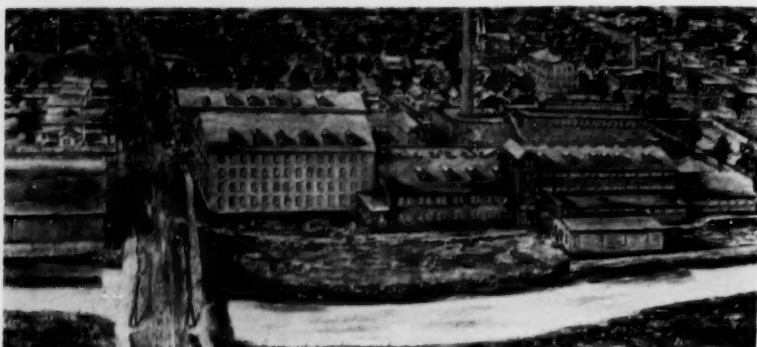
investigate sites. Milwaukee was rejected—too many tanneries there. Oshkosh, too, though there were only two tanneries there.

Then a friend suggested Fond du Lac, a little town of 5,000, where no tanneries were located, due to the difficulty of transporting hemlock bark across Lake Winnebago. Father William investigated, liked the site. In March, 1854, lots were purchased for the house and tannery beside the Fond du Lac River. In May, construction of the tannery was begun, and completed soon thereafter. Cost of the house, barn, tannery, equipment, hides and tanning supplies cost \$5,000. The business was conducted under the name of Wm. Rueping & Sons. The first hides were soaked in August, 1854, and from that time the business was kept in continuous operation for the next 100 years without a single working day lost.

The first leathers consisted of wax calf, wax upper leather, sole leather, harness leather, collar leather, sheepskin linings, deerskins, and others. Hemlock bark came from 100 and 200 miles away, scowed by water via river and lake. Hides and skins were



THEY STARTED IT. At left is William R. Rueping, the German immigrant, who established the company in 1854. His son Frederick, right, was the original tanner.



100 YEARS OF TANNERY PROGRESS. At top, the first Rueping tannery, 1854. Center is the tannery in 1900. Bottom shows the tannery as it stands today, one of the most modern in the world.

bought from local butchers, farmers and Indians. The leather wasn't sold to shoe manufacturers, for in those days most shoes were made by itinerant shoemakers, or were homemade.

Leather produced at the tannery was sold in the tannery's "retail store" in the building. People came and bought the leather for a wide variety of home or farm uses. Father Rueping handled the business, while Frederick was tanner, assisted by his brother William. The business quickly expanded, and a larger tannery was built in 1859.

The Civil War taxed the tannery to capacity. Sales up to this point were on a "retail" basis. Now

came heavy government orders for leather on a mass scale. The tannery now produced 100 heavy sides a week for the government. By 1864 the tannery employed 11 workmen—four Rueping sons and seven other workmen, each of whom was paid \$10 a week.

In spite of the hard years following the war, the tannery soon prospered again, making all kinds of leather. Then in the early 1870's, the tannery gained a reputation for its excellent quality of wax calf, which in later years proved to be its specialty and main product. It looked much like the costly imported French Calf. Ironically, Rueping's method of mak-

ing this wax calf, which for years couldn't be duplicated, was discovered entirely by accident by Frederick Rueping.

In 1870, due to steady expansion, a third tannery was built, and this was enlarged in 1876. The new tannery had a total of 72 tanning vats, nine leaches. The three tanneries combined had a total floor space of over 31,000 square feet. By 1880 the company employed 40 persons, was producing 100 sides a day. Harness leather was still the main product, was being sold to jobbers in the East and as far west as St. Paul.

William Rueping, founder of the company, died in 1879 at the age of 68. His sons Fred and Louis then took into partnership their two younger brothers Charles and Henry.

The company's first traveling salesman, James L. Kellog, was engaged in 1885, covered all the shoe-making centers in the East and Middle West. (Five years later he joined Leather And Shoes—though at that time the publication was known as Hide & Leather).

It was about this time that shoe manufacturing began to develop into a large-scale factory operation, with consequent large-scale orders for leather. Continually heavier demands were made upon Rueping to furnish leather for these factories. And it was about this time that Rueping gave up the "retail" end of its business and devoted its efforts to supplying the shoe industry.

In the 1890-1900 decade the company took some major strides toward mechanization. The company purchased the first setting-out machine, followed soon with purchase of a blacking machine. Numerous other machines were gradually installed.

However, during this same period all the brothers except Frederick sold out their share of the partnership. Fred, the original tanner of Rueping when the company was started in 1854, was now the sole possessor of the company. In 1894 the company's name was changed to Fred Rueping Leather Co. At this time the firm employed 132 persons. Production was concentrated in wax calf and wax kip, with output at 900 pieces a day. (Production of sole and harness leather was discontinued in 1893.)

In 1895 the company faced a crisis. Colored shoes for men suddenly became popular. Rueping's production was concentrated in black wax calf, now jeopardized by the new demand for colored leathers which were being produced elsewhere via

the vegetable-tanned process. Rueping knew it had to follow the trend or succumb to disaster. However, its initial trials to make vegetable-tanned leathers in colors seemed hopelessly discouraging, for the firm had no experience in this work.

It was decided that a new tannery was needed to produce these new leathers. With its dwindling funds the company built a new brick structure in 1896 at a cost of only \$7,000—the result of the nation's depressed economic conditions. (General labor was 10-12 cents an hour; bricklayers got \$2 for a 10-hour day; beamsters in the tannery were receiving 15 cents an hour, skilled hand-shavers and whiteners 25 cents.)

But no sooner had the company begun to develop colored Russia calf than in came the new chrome tanning process, with heavy demand for this type of new leather. Few tanners had any idea of how to proceed, yet the demand for the product was insistent. Rueping was discouraged, and some consideration was given to disbanding the business.

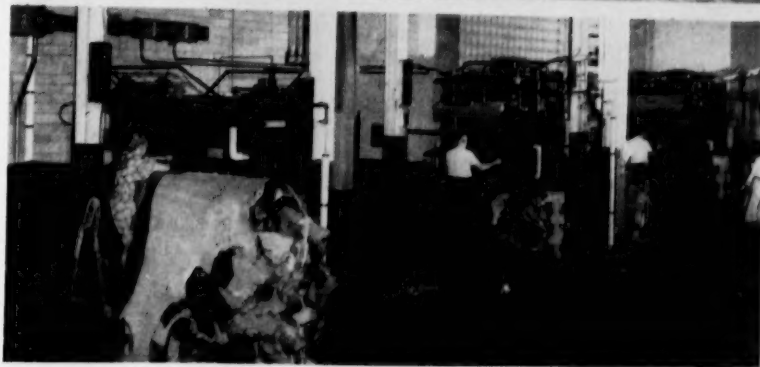
F. J. Rueping, the original Fred's son, nevertheless made an all-out effort to learn all about the new tanning. Experiments were tried out in the tannery, but they were so discouraging that Fred, Sr., now seemed determined to close up shop.

Then suddenly a good batch of chrome-tanned leather came through and the formula was established. With hardly a handful of tanners able to produce the much-demanded leather, Rueping was able to fill orders. The company's leather proved so popular that orders began to pour in from all over the country, and abruptly the firm's operations shot from near-bust to boom.

In 1898, during the Spanish-American War, an entire Michigan regiment was outfitted with colored shoes—the colored chrome leather furnished by Rueping. Up until this time no American army group had ever worn anything but black shoes. The colored (tan) army shoes were a spectacular hit. Immediately after the war the entire U. S. Army was equipped with colored chrome leather shoes, and 90 percent of this leather came from Rueping.

Rueping also furnished a black chrome leather for the Navy. In fact, following the Spanish-American War, Rueping was furnishing practically all the leather for the U. S. Army and Navy for several years.

In 1904 the company's capital stock was increased from \$400,000 to \$500,000, and in 1907 was raised



MODERN MECHANIZATION is the rule at Rueping. At top, electric lift truck conveys hides to storage in the hide house. Center photo shows a view of the hide trimming department. Trimmings are thrown against a backboard to fall onto a moving conveyor belt which transfers them to a hopper. Bottom shows the Rueping press department, one of the most modern in the world.

to \$1,500,000. By 1910 the company was employing 445 persons, was producing about 4,500 skins and sides daily. The company was producing mainly box calf, Manitou calf, Mat calf, sport shoe leather, elk and suede.

The firm was now established as one of the nation's leading tanners.

In 1906 the company wanted to put up an additional building to handle the increased demand for its leathers. However, it meant that the

additional water supply needed would have to come from a nearby lake. But the city officials refused to cooperate. This so incensed Fred, Sr., that he made plans to move the entire company to Milwaukee. A new site was selected, land purchased, building plans completed, new personnel hired.

Meanwhile the merchants and citizens of Fond du Lac woke up to the fact that they were going to lose an important industry. They forced the city officials to comply with Rueping's requests. But it seemed too late, for Fred, Sr., had made up his mind to move.

Suddenly, however, fate stepped in—the economic panic of 1907. The company had to forego its moving plans due to serious losses incurred during this financially depressed period. A year later, the panic over and business on a strong pick-up, Rueping felt more appeased and decided to remain in Fond du Lac.

In 1912, Fred Rueping, Sr., died in Switzerland at the age of 75. His body was returned to Fond du Lac and buried. This original tanner had spent 62 years of his life in the tanning industry. In all those years he had never taken a vacation.

New company officers were elected: F. J. Rueping, president; W. H. Rueping, vice-president; J. C. Goetz, secretary; F. H. Lewis, treasurer.

In 1913 the Rueping firm, along with most of the tanning industry, suffered a severe setback with the passage of the Underwood tariff law, removing tariff protection on leather which had existed for nearly 70 years. Over the next year Rueping's output fell by about 50 percent. Foreign tanners had imitated the chrome tanning process, along with many of the U. S. machines and devices. With their low-cost labor they were able to undersell American tanners easily and still turn a fine profit. American tanners found it almost impossible to compete, and many of them were facing disaster.

But again fate suddenly intervened. In July, 1914, the World War started. Leather imports suddenly ceased. With foreign leathers no longer available, a sudden heavy demand was placed upon U. S. tanners. Something akin to a leather famine had developed all over the world.

During the four war years the Rueping tannery was forced to expand several times to accommodate the enormous demands upon its productive capacities. At war's end the company employed 1200 persons, was producing 10,000 pieces a day. This

continued to 1920 when sudden reverses imperiled the whole tanning industry.

It was believed that with the end of the war there would be heavy demand for leather over at least several years to replenish world needs. The boom, based on this anticipated demand, started in 1919. Rawstock and leather prices skyrocketed. City calfskins sold at \$1 a pound, city kips at 30 cents, slunks sold at \$5, Deacons at \$6.

Rueping's capital, as with so many other tanners, became insufficient to meet requirements. The company issued two and a half million 6% debenture gold notes payable at the rate of a half million annually beginning July, 1920.

All prices were sky-high. But even more dangerous were the extremely heavy inventories among manufacturers, jobbers and dealers. The public agitated against inflationary conditions. The government took deflationary steps, created a tight-money policy. Hereupon, banks refused to renew loans, and goods of all kinds were dumped onto the market at any price obtainable.

Soon there were no buyers left, and inventories, even at greatly sacrificed prices, couldn't be moved. Cash commodities such as hides and leather were hit first and hardest. Leathers such as Rueping's Mohawk Black Calf, which had been selling as high as \$1.60 a foot, in a few months fell to 30 cents, with takers difficult to find.

Tanners suffered appalling losses, and many were forced to liquidate. Rueping's tannery was loaded with inventory, and the company suffered the worst financial jolt since its inception. In fact, company officials felt sure that its absence of financial resources meant certain ruin. Orders were being countermanded by almost all the firm's customers, with goods cancelled for almost any pretense or reason—no funds to pay, quality not up to standard, and "unreasonable" prices.

Rueping, however, itself did not reject or cancel a penny's worth of goods it ordered, and everything was paid in cash. Wartime profits were wiped out—yet the government insisted that all companies pay taxes on those profits despite the catastrophic deficits that followed. Moreover, Rueping's first \$500,000 loan payment became due in mid-1920. When the company met this payment it seemed that financial collapse was inevitable at this point.

Then an unusual set of conditions inspired a gradual revival throughout the tanning industry. No tanner could afford to buy raw hides and skins. Rawstock accumulations throughout the country were threatened because of their perishable condition—the threat of rotting in the cellars of the hide dealers and packers.

To prevent losses a new phase developed in the leather business. Rawstock was tanned on contract and held by hide dealers as finished goods rather than in perishable state. The Rueping firm took over large quantities for contract tanning. This provided a profit and held the organization together.

In September, 1921, Rueping began to sell 8% preferred stock. The company was advised it would have no luck with this because of the deplorable conditions existing in the tanning industry. But in two years \$1,250,000 of this stock was sold, mostly to citizens of Fond du Lac and nearby investors. It put the company again on its feet.

In late 1922 a sudden demand arose for smoked sport shoe leather. Rueping almost overnight was swamped with orders, for it was the only tannery producing genuine smoked leather. By the end of 1923 the orders for its Kin Kin side leather at good prices were at an overwhelming level. The smoke houses were tripled in capacity, and leather was being smoked day and night. Shoe manufacturers weren't quibbling on prices, either. And so good was this business that Rueping abandoned the contract tanning arrangements.

Tanners everywhere tried to duplicate, without success, Rueping's Kin Kin smoked leather. In 1923 more smoke houses were built than in any year in the history of the U. S. tanning industry. Gradually, however, some good imitations did begin to appear.

Rueping then sent out thousands of color cards to the trade, with some 80 distinct shades. This created a sensation—especially the inclusion of bright greens and reds. To Rueping's (and the industry's) surprise a swamp of orders poured in for the red shade, followed by blues and greens. A bright-color fad struck the industry, and Rueping was again deluged with orders. To this day Rueping is given credit for having started the fad — and later the fashion — of bright-colored leathers.

The revival of demand for suede leathers in 1923 gave further impetus

to Rueping's production, for the company had been producing suedes since 1907. The company now made suedes in over 40 different shades.

All the company's production facilities during this period were taxed to the limit. Orders for its leathers came in from all over the world, and the company was again in sound financial position.

However, a levelling off of this high pitch of activity seemed inevitable. By 1924-25 the European markets had been replenished, and America became the dumping ground for surplus foreign leathers manufactured with low-cost labor. Shortly, American tanners felt their position endangered by these excessive imports. The tanners strove to impress this upon the Harding administration, but U. S. shoe manufacturers formed a counteractive group with demands for continued leather imports. Throughout the Coolidge administration no relief was offered to tanners. It was only during the latter part of the Twenties, when shoe imports became a serious problem, did the shoe manufacturers appeal for restrictive tariffs.

By 1929, the Fred Rueping Leather Co. had been established in business 75 years. It operated some 72 buildings comprising 500,000 square feet of floor space. Its production was 7,500 pieces daily, comprised of 60 percent calf, 20 percent veals, 10 percent extremes, 10 percent buff hides. Some 900 persons were employed, and the payroll amounted to \$1,139,628.

In October of 1929 came the stock market crash. Over the next 10 years Rueping had only four years which showed a profit, the remainder showing losses. The company was unable to pay dividends on any of its stock. Dividends on preferred stock were accumulating at the rate of eight percent a year and were mounting to such proportions that it seemed folly to attempt to continue further on this basis. It became a question of liquidating the business or refinancing the corporation.

The stockholders agreed to the refinancing plan. However, it wasn't until 1942 that the company was in a position to resume paying dividends.

The company had operated for nearly 80 years without an organized labor union. In 1933 the Rueping workers rejected the AFL in an election, but the workers voted for a shop union. This set-up went along satisfactorily to all until 1940, at

which time the workers voted to join the CIO.

During the war, Rueping's production consisted of about 50 percent for military and lend-lease purposes. Also, the company was requested to go into production of garment and glove leathers, which it did.

In late 1943, F. J. Rueping retired from active leadership of the company as president and became chairman of the board of directors. Clayton Van Pelt, a Wisconsin judge, assumed the presidency. He had in 1942 been appointed a director of the firm. Serving in that capacity he had made many observations of the company's facilities and administration. It was his belief that many improvements could be introduced. Upon becoming president he shortly began drawing up plans for such improvements.

Van Pelt based these plans upon a principle: "Leadership is getting people to work with you and for you." This was his guide for his attack on inefficient flow of production, low profits despite high sales, and lack of a public relations program, among other projects.

One of the first steps in the modernization program was a new hide house to reduce the cost of handling hides. This was followed by a complete housecleaning campaign of all facilities. Again, changes were made in the processes for handling the leathers in the wet departments, including drum washing, lime and soak, to relieve much of the heavy labor. A generous insurance plan was inaugurated for the employees. Also begun was the Key Men's Club, comprising all supervisory personnel, which met once monthly. In addition, the company started to send its foremen to the University of Wisconsin Industrial Management Institute to be instructed in labor-management problems.

A house organ, the Mohawker, was begun, headed by Rolland Jensen, in 1915. This has become one of the finest publications of its kind in the shoe and leather industry, has won several awards.

As part of a community relations program the company encouraged all types of consumer and public groups to visit the tannery.

In 1945, new executive changes were made. F. E. Rueping was placed in charge of plant and machinery; W. H. Rueping was made superintendent of processes; and F. E. Carney was named personnel direc-

tor—the first time such a department had ever been set up in the company.

However, perhaps the most spectacular changes came in the plant layout, equipment and production methods—all of which underwent an all-out modernization program. Van Pelt evolved the idea of a planning committee. It was composed of 31 members. After many meetings and discussions, virtually a new plant was laid out.

Some 52 different processes had to be relocated department by department. The reorganization to increase production efficiency began. The new plant layout greatly simplified the flow of materials and the actual processing. It eliminated the necessity of handling, moving, mixing and coming in personal contact with the many tanning chemicals—all the result of a new tank building. Accidents from this source alone were drastically reduced.

The handling of hide trimmings was reduced to a single operation by throwing them onto a moving belt conveyor which automatically carries them to a hopper. Wheelbarrows were replaced with electric lift trucks. This greatly reduced lost-time accidents. A new technique was developed to eliminate all manual handling when dumping hides into paddle wheels—simply by substituting dump-body skids for the conventional flat skids.

Much new equipment was purchased to enhance the efficiency of the new plant layout and work procedures. The entire productive system is today carried out on only two floors, while the upper three stories of the five-story buildings are used for storage.

These and many other changes were instituted over a three-year period without any loss in production. The cost of this modernization program came to more than five million dollars. But this investment has placed the company in an enviable competitive position which assures its success for the future.

For example, Rueping's accident rate today is 74 percent better than the average for the tanning industry. The modernization program has enabled a 33 percent reduction in the labor force. This, however, was accomplished without any serious lay-off of employees, but rather through normal retirements and voluntary severances. The company, incidentally, is justifiably proud of the long-term service of so many of its employees. For example, it has 86 employees with over 30 years of service;

81 with over 25 years; 43 with over 20 years.

The company's new administrative leadership also instituted a managerial training program. Promising young men are given an extensive training course in every aspect of tannery operation. It's a company policy to promote all top management from within the firm.

Of the 400 stockholders, 83 are employees of Rueping and they own about 64 percent of the 341,718 shares of common stock. The policies of the corporation are determined by the board of directors now composed of F. J. Rueping, Clayton Van Pelt,

F. E. Rueping, W. H. Rueping, F. W. Chadbourne, Frank Carney, Alex Abig, and Walter Schroeder.

Today the company produces about 25 million feet of leather annually.

Today, on its 100th anniversary, the Fred Rueping Leather Co. seems to have its future more securely established than at any time in its long and spectacular history. Its vigorous leadership is a mixture of youthful vitality and mature experience. With this formula it is fully prepared not only to continue its major contribution to the growth of the tanning industry, but to start upon its second centennial with utmost confidence in its continued success.

Belgian Tanners Periled

The Belgian shoe and leather industry is threatened with its most serious blow since the end of the war. Footwear imports have slashed into domestic shoe and leather production, causing severe losses.

Out of 70 sole leather tanneries, 32 have been forced to close. Footwear imports particularly from France and Holland have been nearly disastrous, according to Belgian reports. States one spokesman, "Foreign shoes so flood our market that if another 200,000 pairs were imported monthly it would be sufficient to shod the entire Belgian population with the imported products."

The shoe industry there is also reported suffering. A large number of shoe and allied firms have been forced to liquidate. Of 20 firms studied, and still in business, 13 showed losses.

The Belgian shoe and leather industry contends that while it favors "liberating exchanges" of products between nations, it does not wish to be "the victim of this policy." The industry is pleading for a stronger export program to counterbalance the heavy imports.

The industry also agrees that there are an "excessive" number of shoe and leather manufacturers attempting to operate under these limited conditions.

Hess, Toor, Brauer

Speakers at the "Early Birds" Membership Breakfast of the National Shoe Manufacturers Association, to be held in the Sert Room, Waldorf-Astoria, New York, August 31, are:

George B. Hess, president, National Shoe Institute, and head of Hess Shoes, Baltimore; Harold O. Toor, president, H. Jacobs & Sons, Inc., Hanover, Pa.; A. J. Brauer, Jr., president, Brauer Bros. Shoe Co., St. Louis.

Following short talks by the above speakers, there will be an open forum period wherein questions pertaining to current and future business conditions will be answered by panel members.

French-Shriner Buys 3

French, Shriner & Urner Mfg. Co., Boston makers of highgrade men's welts, has purchased three Goodwin's, Inc., men's shoe stores located in Hollywood, Beverly Hills and Los Angeles, Calif.

Subpoena Union Head

George F. Markham, Cambridge, Mass., educational director of the International Fur & Leather Workers Union, has been subpoenaed to appear before the Massachusetts Senate subcommittee investigating communism in the state.



210 ASSOCIATES GOLF TOURNAMENT WINNERS. Left, Ray Ryan, American Biltrite Rubber Co. receives the Abraham Shapiro Memorial Trophy from Frank Mer-

sky, Delco Rubber Co., for carding low net score in the second division. Right, Ben Engelman, Gilbert Freeman, Inc., presents Gold Cup to Sam Smidt, Henry Leather Co., winner of low net in the first division.

New Shoe Machines At British Fair

More than 100 new and improved machines for all departments of the shoe factory and all classes of footwear will be exhibited at the British Shoe and Leather Fair in London, October 4-8.

All leading British shoe machinery firms will have machines on exhibit. Among the machines that will be shown will be the Thermo Cementing and Folding Machine, Model A, produced by British United Shoe Machinery Co., Ltd. This simultaneously cements and folds uncoated French, leather and other binding after it has been sewed in. The adhesive, supplied in solid form, is melted in an electrically heated reservoir and fed onto the upper immediately in front of the point at which the binding is being folded over.

Model B of this machine simultaneously cements and folds edges of upper components. The adhesive is a coil of continuous filament melted electrically and extruded through the creaser foot direct onto the upper as the leather is being folded.

The Standard Engineering Co. Ltd. exhibit will include new 2-division, 4-division and 8-division Sole Attaching Presses, together with roughing machines, a new Seat Flanging machine for Veldtschoen, and new Toe-Forming and Moulding machines for Veldtschoen and Slip-Lasted footwear. Also, new welt sewing and stitching machines will be shown.

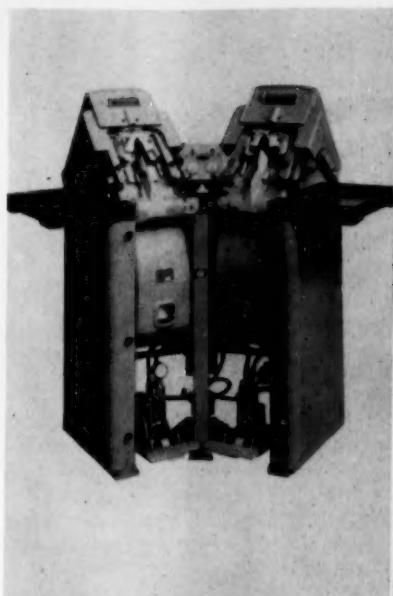
Shoe Strike Settled

The two-weeks strike involving Metropolitan Shoe Co., B&B Shoe Co., Professional Shoe Co., and Monarch-Youngsters Shoe Co., and the 500 Chicago members of the United Shoe Workers of America, CIO, has been settled.

The union received a 3-cent general wage increase, plus three weeks vacation with pay for all employees with 15 or more years of service. The minimum was raised from 95 cents to \$1.05 per hour for all employees presently on payrolls.

The companies will now pay the entire premium on employee insurance. Sick benefits are now \$25 weekly and hospital room and board, \$10 daily. Included in the contract were revisions in the method of timing piece workers on new or changed jobs.

The union and companies signed a one-year contract.



BRITISH SHOE MACHINES among over 100 foreign new and improved machines to be introduced at the forthcoming British Shoe and Leather Fair. Left, a Veldtschoen Seat Flanging machine; right, Toe-Forming machine. Both by Standard Engineering Co. Ltd.

Gold Appeals Conviction

Ben Gold, president of the International Fur & Leather Workers Union, has filed an appeal with the U. S. Court of Appeals in Washington against his recent conviction on charges of falsifying his non-communist affidavit. He was sentenced to one to three years in prison, but is presently out on \$10,000 bail pending outcome of the trial.

The National Labor Relations Board has also entered an appeal, asking the Court of Appeals to reverse a recent decision by the District Court which ruled that the NLRB could not refuse to grant recognition to the IFLWU simply because the union had reelected Gold president at a time when Gold had the guilty verdict against him.

Canadian Leather Study

In a study covering the past 35 years of leather production in Canada, the Banque Canadienne Nationale finds that there have been sharp fluctuations.

In 1919, for example, leather production was valued at \$45,000,000, but in 1932 it had fallen to \$14,000,000. Some recovery was made up to World War II, and then in 1947 it zoomed to an all-time record high of \$70,000,000.

However, in 1952, last year for which final figures are available, production had again dropped to a value of \$46,000,000.

The province of Ontario leads the country in leather production, accounting for 85 percent of the total. Quebec, once the leading producer, is now second with 11 percent. Most leather production is centered around Toronto and Montreal.

Flammable Fabrics Act

The role of footwear in the recent Flammable Fabrics Act is involved as follows:

The term "article of wearing apparel" means any costume or article of clothing worn or intended to be worn by individuals except hats, gloves and footwear: Provided, however . . . that such footwear does not consist of hosiery in whole or in part and is not affixed to or does not form an integral part of another garment.

"Fabrics intended or sold for use in . . . footwear which are excluded under the definition of articles of wearing apparel of the act, shall not be subject to the provisions of the act, providing an invoice or other paper covering the marketing or handling of such fabrics is given which specifically designates their intended use in such products."

Shipping Room Efficiency Speeded By Use Of Modern Stapling Devices

Shoe Industry Using Nearly 14 Million Cartons Yearly;
Brown Shoe Co. Model Of Carton-Fastening Efficiency

Staple-fastening of shoe cases is an important facet of shoe factory operations — more important than generally realized. To give you a small idea:

Each year the shoe industry uses about 14 million 36-pair shoe cartons.

One man operating a modern stitcher can staple 400 large 36-pair corrugated containers per 8-hour day. For this same man to staple the containers for the industry's 500-million-pair annual output would require 34,750 days or more than 91 years. At annual wages of \$3,500, the total wages paid for this one operation alone would come to about \$320,000.

However, if this one stapling operation was spread evenly among the nation's 900 shoe manufacturers, each factory would require about 50 8-hour working days to box the industry's annual output in 36-pair cases.

This is a very small indication of the size and importance of this particular facet of shoe factory operation. There are dozens of different staple-fastening operations in the shoe factory—and scores of different stapling machines and devices required for industrial use. Here's an example how one major shoe pro-

ducer, Brown Shoe Co., St. Louis, makes efficient use of staple-fastening operations.

The demand by manufacturers in many industrial fields for a fast, effective and economical means of fastening, has brought about the development and widespread use of the wire staple for numerous closing and assembly jobs. The versatility of this method has made stapling equipment increasingly popular with shoe manufacturers, who are among the diversified industrial users of staples in the shipping and assembling of their products.

Stapling equipment has played an effective role at Brown Shoe Co. of St. Louis for almost 35 years, since during this time its use has meant increased production through greater efficiency.

At Brown's St. Louis carton factory, for example, a Bostitch Bliss stitcher is used for the rapid bottoming of various sizes of corrugated cartons for holding boxes of men's, women's and children's shoes. This stitcher, which forms and drives its staples from a coil of wire, is almost always being used at the carton factory, since it is in operation for

16 hours each day during two eight-hour shifts.

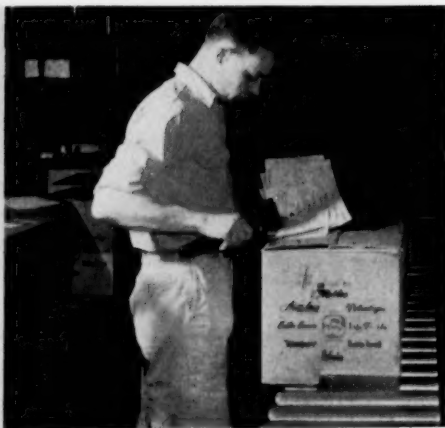
On each shift, one man operating the stitcher turns out 400 large corrugated containers which will hold 36 pairs of women's shoes—or a total of 800 such cases bottomed per 16-hour day on the stitcher. In addition, 1,200 men's small-pair cases are bottomed with the Bostitch Bliss machine per 16-hour work day. Only 18 staples, applied to each box bottom, are needed to seal the bottoms securely. No other bottom sealing method has been used at Brown's carton factory for 35 years, when the first Bostitch equipment was installed. On this operation, as well as for most other stapling operations at Brown, company officials believe that the stapling method affords the fastest and most secure closure and is the best insurance against pilferage.

In the label department at Brown's carton factory, seven Bostitch heavy-duty hand staplers are used to fasten shoe box labels to tickets which describe the shoe size, width, sample number and other necessary data. The office manager, who has been with Brown for more than 30 years, estimates that the seven Bostitch staplers fasten from 65,000 to 75,000 labels and tickets a day. The staplers, which have been used for this operation since 1935, are an effective means of holding these important descriptive items together until the point in the processing where they can be separated and the labels affixed to the proper shoe box. At the point where the labels and tickets are separated, Bostitch staple removers are used to take out the staples quickly and easily.

Still another stapling application

STAPLE-FASTENING OPERATIONS AT BROWN SHOE CO.: Left, four Bostitch top stitchers with hydraulic lifts

and roller ball tables are shown top-sealing shoe cases. Right: a stapling hammer is used for fastening dray tickets to shoe cases on fast-moving assembly line.





OTHER SHOE FACTORY STAPLING OPERATIONS: Left, Bostitch Bliss bottom stitcher forms and drives staples from a coil of wire, works rapidly, makes secure stitch for protection against pilferage; Center: closeup

of wire stitcher binding shipping orders and catalogs; each year this machine binds some 70,000 quarter-inch catalogs for Brown Shoe's customers; Right: stapler is shown fastening shoe box labels and identity tickets.

is found in Brown's printing department where a Bostitch wire stitcher or book stitcher is used for binding shipping orders. The head of this department says that several hundred thousand of shipping order books as well as order books for Brown's customers are turned out on this machine each year. The wire stitcher also binds more than 70,000 quarter-inch catalogs for Brown's customers each year. Since much of Brown's printing is done on printing presses in the printing department, the stitcher must also bind vast quantities of additional booklets, forms and printed matter.

At Brown's Washington Avenue plant, four Bostitch Bliss top stitchers

with hydraulic lifts and roller ball tables are used for top sealing 26 different sizes of cases. These machines put a staple a second in an average of 2,400 cartons per day containing various sizes and brands of Brown shoes. Each machine, then, can top-seal 600 of these cartons per day.

The boxes are fed to the Bostitch machine, and carried away when finished on a 2,500-foot conveyor which comprises the assembly floor of five lanes, laid out for maximum production from one end of this building to the other. The cases are packed on an upper floor, then come down to the second floor, where they are stapled and labeled, before pass-

ing down to the lower floor where they are shipped out.

The supervisor in charge of the floor where the stitchers are used, has another man using a Bostitch stapling hammer to fasten dray tickets to the shoe cases as they pass his working point on the fast-moving assembly line. One blow of the stapling hammer attaches the ticket securely to the case, leaving the other hand free for holding the ticket.

Also at Brown's Washington Avenue plant are two Bostitch Bliss bottom stitchers for making up odd-sized cases. Staple removers are also used throughout the Brown Shoe plants. These are used to open "returns" and for other purposes.

Skin Man Skins Firm

A New York sheepskin salesman was charged last week with skinning a Milwaukee appliance firm out of \$2,565. The skin man, identified as one Moe Cash, told the store he was a sheepskin specialist from New York and that he had a real bargain in chamois skins which the store could use for promotional purposes.

He gave the store manager, Bernath Greene, a sample, which Greene took to several filling stations where the skins were used to wash and polish cars. The filling station men liked them, said they'd be worth about \$3 or \$4 each. Greene went back, ordered 3,600 of the skins, paid out \$2,565 in cash for them. Moe Cash backed up his Cadillac, unloaded the skins at Greene's store.

But Greene found the skins so thin they wouldn't absorb water. Greene wrote to Cash, who promised to replace the skins but didn't. Then

Greene received a bulletin from the Chicago Better Business Bureau, saying to keep watch for a man named Cash who sold chemically treated chamois skins made to look thicker but which were non-absorbent. Cash's racket was to have stores sell the skins for about 97 cents, but advertised as being worth \$5 to \$6.

Nobody's yet found Moe. His listed aliases are C. M. Cash, Melvin Cash, Mose Kashinski, and Tom Clark.

New Hide Puller

The new, patented mechanical hide-pulling machine introduced by Can-Pak (Canada Packers) is now being used by several packers in the U. S., with reportedly fine results. The machine utilizes less manpower, gives improved takeoff.

At the forthcoming National Hide Association convention in Chicago

next October a Can-Pak company official will explain the new apparatus and method with the aid of a specially prepared sound movie dealing with the process.



FOR SHOE TIPPING, four additional standard style machines have been introduced by Union Special Machine Co. to handle heavier thread. The above illustrates one of the new machines.

FORTUNE IN FEET

Scholl's 50th Hits \$26 Million A Year

His products sold in 57 countries, his ad budget \$1.5 million a year

In 50 years Dr. William A. Scholl has built a \$26 million business on a universal complaint: sore feet. He just returned from a world tour of his foot-care empire which encompasses 10 manufacturing plants in the U. S. and six other countries, along with 423 exclusive retail stores in 57 nations.

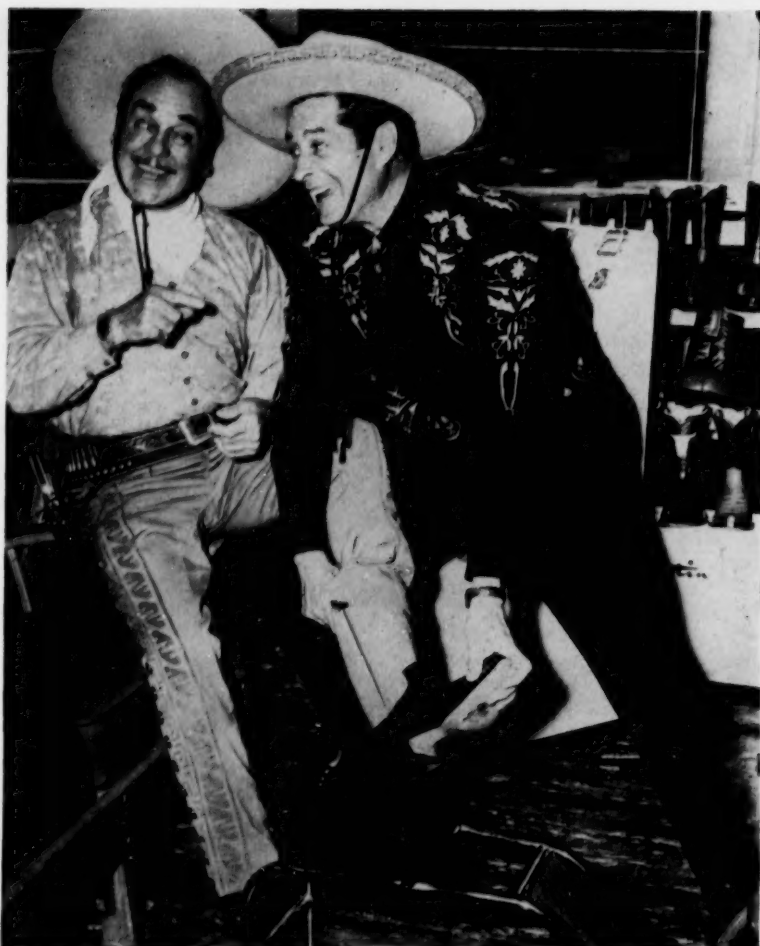
Today the company's promotional activities in merchandising its abundant line of foot aids and footwear is more vigorous than ever. An advertising budget of \$1,500,000 annually is spent in some 75 national magazines, over 500 newspapers, and includes national radio programs.

Born on a farm in Indiana, he learned home shoemaking, later went to Chicago and got a job in a shoe store. Here he got his inspiration to do something about all the troubled feet he saw. He worked at night, attended medical school during the day, studying everything that had to do with feet.

At 22 he graduated, and at the same time invented his first arch support, the "Foot-Eazer," still the largest selling item in his line which contains over 1,000 different foot-aid items. With a young friend, Sam Berman (still with the firm), he opened a little retail cubbyhole turning out made-to-order arch supports. When business was slow, Scholl peddled his wares to other shoe stores. He obviously was an effective salesman, for the sales were good.

By 1907 the business was incorporated, was placed in a five-story building. In 1908 a branch factory was opened in Toronto. Two years later European marketing began. A continuous flow of new products were invented and promoted. Today the 72-year-old Scholl is still a prolific inventor, and hardly a year passes that he doesn't come up with several new items. In 50 years not one of these items has been discontinued.

He and his firm have always been active promoters. He devised walking contests, a Cinderella Foot contest, and numerous others which brought national attention to his products and to his efforts to increase public foot-consciousness. He backed this with steady and substantial advertising



BOOTS FOR THE CISCO KID (Duncan Renaldo), right, and his sidekick Pancho (Leo Carillo) popular movie and TV actors who recently made a personal appearance in Dallas and visited the plant of H. J. Justin & Sons, Inc., in nearby Fort Worth, where they were fitted to smart new boots.

outlays. Since 1916 there hasn't been a year he hasn't spent at least \$1,000,000 in advertising, even through the depression.

An important part of the company development stemmed from its excellent relations with shoe retailers. He coined the word "Practipedics," wrote a book around it about common foot ills and how to care for them—via Scholl products. This became a "course" for thousands of retailers, topped off with diploma. Thousands of these hang on the walls of shoe stores today.

He also inaugurated "Foot Comfort Week," another promotional idea that has paid off. Perhaps its best testimonial was the widow who recently buried her husband—with a pair of Foot-Eazers in his hand, because they'd given him so much comfort during his life.

Renderers Get Together

Omer Dreiling, secretary-treasurer of the Seventh Regional Area, National Renderers' Ass'n., reports that John J. Hamel, Jr., president of the national group, will be the principal speaker at the Seventh Area renderers' meeting at the Brown Palace Hotel, Denver, Col., on Sept. 21st. Hamel will report on fats and oils conditions abroad.

A Get-Together Party is scheduled for Monday evening, Sept. 20th with the Annual Banquet on the evening of Sept. 21st.

The Fifth Regional Area of the National Renderers' Ass'n is scheduled to meet at the Hotel Plankinton, Milwaukee, Wis., on Sept. 12th and the Fourth Area at the Hotel Statler, Buffalo, N. Y., on Sept. 17-18th.

NLRB RULING

Employers May Now Query Union Workers

The long-standing ban on employers questioning workers about their union affiliations has now been eliminated by a 3-to-2 vote of the National Labor Relations Board.

Such questioning, in the light of the Taft-Hartley Act, is not in violation of the law. Employers may question workers as to whether they are union members, but the questioning cannot contain any implied reprisal or benefit because the worker is or isn't a union member.

The three Eisenhower appointees were in favor of the ban, while the two Truman appointees were against it.

The Board ruled, "This decision does not by any means grant employers a license to engage in interrogation of their employees as to their union affiliation or activity."

In deciding whether questioning by employers is legal or illegal, each case, says the Board, will be judged by "all the circumstances."

Carl Danner Resigns

Carl F. Danner, board chairman of American Hide & Leather Co., Boston, has resigned from the company, effective August 4. Danner became president of the firm in January, 1928, and in September of 1953 was made chairman of the board.

Nix Bait Ads

A \$42,000 Federal Court judgment against a California sewing machine dealer for trade-mark infringement, unfair competition and the use of "bait" advertising is the largest cash damage ever recorded by the National Better Business Bureau in a case of this kind.

Spokesmen for the plaintiffs, The Singer Manufacturing Company, say the case just settled is one of many similar cases brought by the company in the last several years.

The decision handed down by the Federal District Court of Southern California in the case of Singer vs Sun Vacuum Stores details various activities of the defendants which included the use of the name SINGER

to attract customers and then switching them to other products.



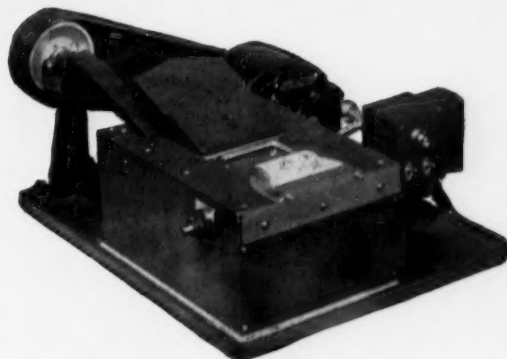
CHARCOAL BROWN shoe being promoted for fall by Stetson Shoe. It's a llama calfskin with black sole and heel edge. To be featured with the new charcoal brown color in men's fall clothing.

The Boston HOT-MELT SPOTTING MACHINE

NO matter whose hot-melt you use you can use it more safely and efficiently in a Boston Hot-Melt Spotting Machine, because of these combined features:

1. Accurate heat control which maintains temperature within 5° of setting.
2. Maximum enclosure to prevent contamination.
3. Built-in electrical protection to prevent overloading of your lines.
4. Accurate film control.
5. Finned interior to assure proper heat distribution to melt.
6. Roll-widths custom-built to your requirements.
7. 100% self-lubricating—your machinist can forget it and, in addition, there is no chance for oil contamination.
8. Rugged, oversized motor for dependable power.

In addition to all of the above, you have BMW Service.



Call our representatives for details.

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Cincinnati, Ohio

Chicago, Ill.
Milwaukee, Wis.

Kitchener, Ont.
St. Louis, Mo.

Woodridge, N. J.
Los Angeles, Cal.

Stylescope

Play Fashions for Youngsters

Just as in women's and men's footwear, boys' and girls' summer shoes are becoming more colorful. In many respects, they follow the styling details of shoes designed for wear by grown-ups. With the exception of "hero" types of shoes (for example, Western and Space motifs in boys' footwear), youngsters' fashion tastes are molded by those of their parents and elders. Here are six examples of the colorful, grown-up type of styling being put into growing girls' and boys' shoes. There are three designs of playshoes for girls, two boot-types for boys and a loafer for boys.

1. Growing girls' T-strap with wedge heels, pretty detailing in strap formed by overlapping points.

2. Boys' cowboy boot, smart detailing with lacing on sides and "two-fisted gun" motif on vamp. Perfect for young hero-worshippers.

3. Boys' indian boot, soft and supple. Indian or Daniel Boone idea carried out in fringed topline.

4. Boys' Indian loafer, designed for play wear. Light and comfortable on the foot with lacing and fringe carrying out Indian idea.

5. Another example of a girl's T-strap play shoe, this one with two large cutouts at base of strap, through which is looped slotted vamp.

6. The third version of a young girl's T-strap shoe here uses stripping for airy vamp, crisscrossing to form scalloped effect strap.



Makes today's smart styles
even more appealing...

"Flex-ilience"



Often the one thing that does most to make a shoe an instant hit—and a lasting favorite . . . is "Flex-ilience," the wonderful new comfort dimension provided by Armstrong's Cushion Cork®.

"Flex-ilience" is the combination of flexibility and resilience that more and more women are asking for. Cushion Cork helps supply that demand through its special blend of springy cork particles and soft sponged rubber. It's light, resilient, extra flexible.

Cushion Cork lets you add "Flex-ilience" in a variety of ways. You can use it as an insole strip, platform, filler pad, or insert.

Try Cushion Cork now. For working samples, call your Armstrong representative or write: Armstrong Cork Co., 6308 Drury Ave., Industrial Division, Lancaster, Pennsylvania.



ONE WAY CUSHION CORK
ADDS "FLEX-ILIENCE"

In this decorated sling-back sandal, Cushion Cork is used in an insole strip. Exceptionally resilient comfort is thus provided where it's most needed.



8 MAJOR ADVANTAGES

are Yours when you use
the **USMC WOOD HEEL**
NAILING MACHINE—MODEL C

Already proved outstanding in more than 200 factories, this most recent United Wood Heel Nailing Machine contains the latest in design and engineering advances. It brings to permanent wood heeling these eight major improvements over previous models:

1

Increased Production

Gains have been made from 10 to 25%.

2

Greater Maintenance Economies

13% fewer parts — improved design protects parts — means less upkeep.

3

Benefits Operators

Improved safety features. Greater ease of operation. Reduces fatigue.

UNITED SHOE MACHINERY CORPORATION

4

Improved Nail Handling Mechanisms

Helps prevent nail wastage — drives $\frac{3}{8}$ " to $\frac{9}{8}$ " nails in either five or six nail patterns.

5

Improved Nailing Mechanisms

Better nail positioning — improved holding of shoe — less parts breakage — easier operator maintenance and adjustment. Accommodates a wide range of wood heels, from the smallest to the largest sizes.

6

Improved Flexibility

Can handle two lengths or types of nails at once — any number up to eight raceways available by simple hand adjustment — increased nail pot capacity.

7

Improved Heel Clamping

Minimizes heel breakage — positive, automatic, hydraulic locking — clamping pressure remains constant as nails are driven through various kinds of materials.

8

Numerous Mechanical Improvements

Improved power transmission for quiet, vibration-free operation and longer clutch life... plus many other improvements.



BOSTON, MASSACHUSETTS

August 7, 1954

LEATHER and SHOES

21

PRETAN WITH MARATAN

*...and save up to 40%
on cost of vegetable tanning
materials.*

Maratan, used as a pretan for vegetable tanned leathers, conditions hides for rapid and nearly complete absorption of vegetable tans. Concentrated solutions of vegetable tans can be used on Maratan conditioned hides without resulting in drawn grain. Maratan itself is taken up quickly and uniformly and can be used in concentrated solutions.

Maratan has an effective tannin purity of over 70% and can be used to supply up to a 25 or 30 degree of tannage. Higher tannages are obtained by using vegetable tans in conjunction with Maratan. The suggested percentages of tannin to be supplied by Maratan and by vegetable tans for various types of leathers are given below (based on supplying a 25 degree of tannage with Maratan):

Type of Leather	Degree Tannage Desired	Percent Tannin To Supply With Maratan	Percent Tannin To Supply With Vegetable Tan
Fat-liquored Chrome Retan	10 to 25	70 to 100	0 to 30
Stuffed Chrome Retan	36 to 50	50 to 70	30 to 50
Flexible Vegetable Splits	50	25	75
Sole	80	30	70

Write for your copy of Bulletin No. 116. You will receive complete and specific technical data.



MARATHON Corporation

CHEMICAL DIVISION

ROTHSCHILD • WISCONSIN

Lamac Process Head Cites USMC Decision

D. Angus Currie, board chairman of Lamac Process Co., makers of shoe cementing presses and adhesives for the shoe manufacturing industry, has issued a statement regarding the recent Supreme Court decision on the United Shoe Machinery Corp. anti-trust suit.

Currie takes a strong stand in defense of United. He states, "It has been something of an open secret for many years that a substantial number of shoe manufacturers feared 'reprisals' if they installed and used equipment other than United. Admittedly, United did have the power to harass and cripple an 'uncooperative' shoe manufacturer.

"But in more than five active years in the field, Lamac has found no instance where United *used* that power . . . We can only conclude that United's 'offense' was not in what they *did* but rather in what the shoe manufacturers realized they *could* do."

Currie said in his published brochure issued to the industry, "We have no quarrel with 'bigness' because we know by what means it must be won. . . . We have no quarrel with 'dominance' in a specialized field because we know it can be sustained only so long as it is deserved."

New French Tannages

French sole leather tanners, increasingly worried about the steady inroads being made by non-leather soling materials, are urging a pooling of ideas and inventions designed to improve the quality of their product to make it more competitive. The aim is to incorporate the best features of both leather and non-leather soling materials into a single leather product. A committee to study this has already been set up, is being joined by numerous upper leather producers.

Particular emphasis is being given to new tannages, especially metal tannages such as Zirconium-vegetable and Silicon-vegetable. The former is being sponsored by a new company, which has recently filed a patent for a Zirconium-vegetable extract. The new tannage, it is claimed, will guarantee constant quality and uniformity of the leather. Leather tanned with Zirconium can be penetrated only with great difficulty by vegetable extract, according to this new firm.



SIXTEEN MODELS all employees from various departments of International Shoe Company, pose with company officials following the firm's recent shoe fashion show at Norwood Hills Country Club. Theme of the show highlighted the proper use of casuals to party shoes for the working girl, coordinated with ready-to-wear. Executives in back row are, left to right: James Lee Johnson, vice president; Edgar E. Rand, president, (seated immediately in front of Mr. Rand is Betty Mason, fashion coordinator for the company); and Fred Vogt, general manager of the Peters Division.

Wyman Stores To Dial

Dial Shoe Co., Philadelphia shoe chain which operates 24 stores on the East Coast, has acquired nine Wyman shoe stores in the Baltimore area.

The Wyman name will be retained in these stores. Dial has already started remodeling operations on one of these stores, will similarly improve the others in the near future.

June Shoe Output Equals Last Year's

Shoe production, for many months having fallen behind the comparable period of last year, finally regained a position equal with last year. June output showed a very slight gain over June of last year, but showed a 12 percent rise over May 1954.

Chief gains over June 1953 were made in women's dress and work shoes (11 percent); youths' and boys' (8 percent); infants' and babies' (8

percent); and athletic shoes (5 percent). Principal declines occurred in men's work shoes (12 percent); house slippers (12 percent); and misses' (8 percent).

Production of shoes with leather soles reached an all-time low of 37 percent of the total, as compared with 39 percent for June of last year.

Of the total footwear produced in June, 84 percent were all-leather uppers, four percent part-leather, and 12 percent non-leather. These were approximately the same ratios as for June of last year.

Kind of footwear (000 omitted)	June 1954	Production		Percent of change June 1954 compared with—	
		May 1954*	June 1953*	May 1954	June 1953
SHOES AND SLIPPERS, TOTAL	41,224	36,790	41,118	+12	—
Shoes, sandals, and playshoes, total	36,825	33,279	36,084	+11	+2
Men's, other than work	6,005	5,554	6,290	+8	—5
Men's work	1,626	1,409	1,846	+15	+12
Youths' and boys'	1,716	1,509	1,595	+14	+8
Women's dress and work	13,347	11,376	12,065	+17	+11
Women's sandals and playshoes	6,257	6,276	6,390	—	—2
Misses'	2,577	2,289	2,803	+13	—8
Children's	2,244	2,081	2,274	+8	—1
Infants' and babies'	3,053	2,785	2,821	+10	+8
Athletic shoes	271	260	258	+4	+5
Slippers for housewear, total	3,989	3,082	4,533	+29	—12
Men's, youths, and boys'	980	893	1,232	+10	—20
Women's, misses', childrens, infants' and babies	3,009	2,189	3,301	+37	—9
All other footwear	139	169	243	—18	—43

August 7, 1954

LEATHER and SHOES

MILITARY BUYING

Bids

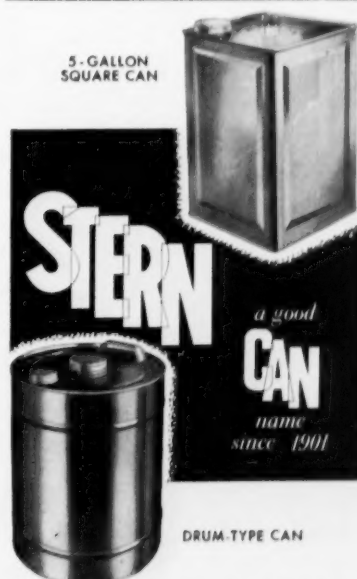
Marine Corps Boots. There were five bidders on Inv. 1033-C, calling for 50,000 prs. of Marine Corps combat boots. Low bidder for the entire quantity was Endicott-Johnson Corp. at \$6.07. Bids ranged to a high of \$7.32.

Marine Corps Dress Oxfords. There were nine bidders under Inv. 1033-C calling for 80,000 prs. of dress shoes for the Marine Corps. Bids were asked for in the alternative for either calf or kip uppers. Low bidder for the entire quantity was Endicott-Johnson Corp. at \$4.26 for kip uppers and \$4.85 for calfskin. Bids ranged to a high of \$5.36 for kip and \$6.10 for calfskin, f.o.b. factory.

Awards

Navy Oxfords. The Navy Purchasing Office in New York has announced the following awards under Invitation 2168 and Supplementary Negotiated Invitation, calling for black and brown Navy oxfords: Endicott-Johnson Corp., 164,380 prs.; J. F. McElwain Co., 70,128 prs.; R. H. Long Co., 112,496 prs.; Alberts Nashua Shoe Corp., 60,000 prs.; Doyle Shoe Co., 40,000 prs.

Helmet Liners. The Chicago QM Depot announces awards of the following quantities of helmet liner bands for M-1 helmet: 306,720 to Northwestern Glove Co., New London, Iowa; 307,440 to Steinberg Bros., New York (under invitations which opened June 23).



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71 LOCUST STREET, BOSTON 25, MASS.

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QUALITY
Leathers**
U.S.A.

FIORD

★

**Sturdy, supple,
burnished,
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finish . . .**

Armour Leather Co.
CHICAGO · BOSTON · NEW YORK

**BLACK HAWK
SPLITS**

In All Colors

**FOR
WELDERS' EQUIPMENT
SHOE GUSSETS
WORK GLOVES
SLIPPERS**



**BLACKHAWK
TANNERS**

**2171 S. FIRST ST.
MILWAUKEE 7, WISCONSIN**

LEATHER MARKET REPORT

Buying Still Holds Off Most Orders Ask Quick Delivery

Leather Buyers Reluctant To Commit Themselves
Yet Admit Leather Prices At Attractive Level

Sole Leather tanners report another quiet week. Few substantial orders even in talking stage. Small purchases the rule. Prices wobble.

Quotations of 68c for light bends found few takers. Buyers' ideas usually cent or two down. Good 8-9 iron bends begging at 58c and down. 9-10 iron bends ask about 50c and down with small results. 10 iron and up bends get a few sales at 45c and down while tanners ask up to 47c for best.

Sole leather tanners of Philadelphia find activity pretty much unchanged since last week. Considering general state of the market, they are quite satisfied with current sales. Prices quoted last week are unchanged.

Sole Leather Offal mixed. Some dealers report fair sales but prices difficult to define in absence of substantial buying.

Bellies fairly firm with very best still getting up to 27-28c for steers and 26-27c for cows. Not so good not so firm. Double rough shoulders quoted at 48c and down for best selected lights and up to 44c for best

tannage TR leather. Plenty at less available. Just what concessions might be made difficult to estimate because of light trading. Few if any sales of single shoulders made at asking price of up to 48c. Small sales reported at 47c and down. Bids on quantities much less. Heads on singles quoted at 42c and down.

Calf Tanners still look for business. Many deals hanging fire for two to four weeks, fail to materialize. Tanners at loss to explain this as reports from retail level indicate fair to good acceptance of women's calf shoes.

Women's small skin leather brings up to about 95c and from there all the way down to 60's. Some high colors, usually made on order only, bring more. Regular sized skins quoted at about 92c and down for top tannages, at about 85c and down for volume tannages. Suede, heavy and light, slow at \$1.20 and down.

Sheep leathers do fair business at steady prices. Many old orders give tanners substantial and firming background. Linings account for most business done with

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1933 HIGH
CALF (Men's HM)	67-1.06	67-1.06	77-1.10	95-1.20
CALF (Women's)	58-97	58-97	67-95	80-1.03
CALF SUEDE	75-1.15	75-1.15	70-1.05	85-1.10
KID (Black Glazed)	55-90	55-90	55-90	75-90
KID SUEDE	45-95	45-95	48-91	80-96
PATENT (Extreme)	52-62	52-62	55-60	60-64
SHEEP (Russet Linings)	15-23	15-23	18-32	18-32
KIPS (Combination)	48-52	48-52	54-61	64-68
EXTREMES (Combination)	44-49	44-49	49-53	56-59
WORK ELK (Corrected)	34-38	34-38	39-43	38-45
SOLE (Light Bends)	64-68	64-68	66-69	68-72
BELLIES	27-28	27-28	27-30	26-29
SHOULDERS (Dble. Rgh.)	44-48	44-48	51-55	51-56
SPLITS (Lt. Suede)	32-38	32-40	33-39	35-39
SPLITS (Finished Linings)	17-22	17-22	18-22	24-26
WELTING (1/2 x 1/4)	7- 7 1/4	7- 7 1/4	7 1/2- 7 3/4	8
LIGHT NATIVE COWS	14-14 1/2	16-16 1/2	18-18 1/2	20 1/2

All prices quoted are the range on best selection of standard tannages using quality rawstock.

colored vegetable linings having good run.

Best russet boot linings bring about 25c and down, others have top quotation of 23c. Same stock when carefully selected for specialty purposes brings a few cents more. Shoe lining russets bring top of about 23c, move best in 15-20c range. Colored vegetable linings quoted at 27c and down, chrome linings at 30c and down.

Side Leathers getting little new business as old orders on books shrink. Quotations slightly below those of ten days ago and offers still lower.

Best heavy combination kips now quoted at about 51c and down. Light kips bring substantially less. Heavy extremes at 48c and down, large leather about 40c and down.

Chrome kips ask up to about 49c for very finest, extremes up to 45c, large up to 41c. Work shoe leather quoted at 38c and down, usually sells at about 35c and down.

Split leathers still move well. Linings generally unchanged but suedes firmer if anything.

Quotations of 22-20-18c continue for best finished linings. Volume lining business done in 18-16-14c range. Best tannage suede linings bring up to 26c with volume done at 23c and down. Non-slips bring around 17c in most trading with up to 23c asked for best.

Light suede brings up to about 38c for very best, up to about 36c for average good leather. Best heavy suede brings up to 42c but finds business slower. At 40c and down there is moderate business. While at 38c and down interest quickens.

Sole splits moderately active at unchanged prices.

Kid leather tanners of Philadelphia say that, while there is some demand for black suede, it has not reached volume expected by this time. Demand still centers around low to medium grades of suede, and many tanners find that their sales are made in small quantities. Some demand for black glazed. No further talk about colors seems to have developed. A few tanners have sent out samplings in a variety of shades in glazed kid, but most local tanners seem to find black only satisfactory shade. Some have sold dark blue, red, and brown recently, but not in any great quantity. Colors questionable since it is hard to tell whether they will really move. Linings continue to sell fairly well. Those who handle crushed fairly well satisfied

with current sales. Nothing reported about slipper leathers. Nothing at all seems to have developed about satin mats. Many tanners feel that the price situation is not satisfactory. A few had increased asking price of black suede a cent or two in the grades mainly in demand, but apparently demand does not warrant down-the-line increase. Rawskins not only high, but some scarce and tanners again caught between high costs and not sufficiently high asking prices.

Average Kid Leather Prices

Suede 32c-90c
Slipper 25c-60c
Linings 25c-55c
Crushed 35c-75c
Glazed 25c-\$1.00
Satin Mats 69c-98c

The market for work glove leather holding steady. Tanners of top quality work glove splits reported some steady business from regular customers who buy supplies at going prices. Such producers are fairly busy making deliveries against orders on their books. At the same time, less desirable tannages not easily moved and in certain instances concessions of a cent or two still being made as to quality of leather involved. Top finished work glove splits in LM weight still quoted at 14c for No. 1 grade, 13c for No. 2 grade and 12c for No. 3 grade. M weight alone quoted at 15c for No. 1s, 14c for No. 2s and 13c for No. 3s.

New business in garment leathers somewhat slow. The consensus seems to be that business not as good as it should be and certainly below a year ago. Demand for sheepskin garment leather very spotty and some price resistance from buyers still apparent. While choice tannages of suede still listed around 33-34c, bulk of recent business has been in range of 30-32c and some less desirable tannages reported sold around 28c. Demand for horsehide garment leather still not very aggressive and tanners would like more volume. Last reported business involved good tannages at 36c and down. Cowhide garment leather unchanged at 31-32c, but here, too, sellers would like to increase volume.

Bag, Case and Strap. Conditions remain about same. Producers seeking new business in order to maintain steady operations but it is admitted that it is difficult to get buyers to step up purchases. Apparently,

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Specialty Leathers

Side—Horse

Well known Tannages

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ORIGINAL
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UNIONDALE, L. E. Tring

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AGENTS IN PRINCIPAL CITIES

manufacturers experiencing considerable competition from substitutes which tends to hold down volume and, at the same time, creates some price resistance against leather products. Case leather of 2-2½ ounce continues quotable around 42-43c and 3-3½ ounce at 43-44c. Strap leather of Grade A in russet finish remains around 50c for 4/5 ounce, 52c for 5/6 ounce, 54c for 6/7 ounce, 56c for 7/8 ounce, 58c for 8/9 ounce, 61c for 9/10 ounce and 64c for 10/11 ounce. Prices 2-3c less for Grade B and 5-6c less for Grade C. Premiums over russet prices charged for colors amounting to 3c and on glazed finish amounting to 2c.

AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Sele.	No. 2	No. 3
Butt Bends	1.25-1.35	1.23-1.31	1.16-1.27
Centers 12"	1.53-1.64	1.43-1.55	1.41-1.45
Centers 24"-28"	1.51-1.58	1.41-1.52	1.39-1.53
Centers 30"	1.47-1.52	1.37-1.47	1.35-1.43
Wide Sides	1.22-1.25	1.18-1.21	1.12-1.14
Narrow Sides	1.14-1.17	1.11-1.13	1.05-1.07

Premiums to be added: Ex Light, plus 5c-10c; Ex Heavy, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 8c.

Belting leather tanners of Philadelphia not too satisfied with amount of business at present time. It had been expected that by this time business would be moving along

fairly well, but anticipated increase in business has not yet taken place. Carriers not making sales in any real amounts and, as a result, are not doing too much buying. Carriers say things are moving, but not in any great amount and they are not too satisfied with volume of sales. Prices still unchanged.

Glove leather lags. Business in Fulton County is disappointing. The expected heavy buying after the holidays has not materialized either in the Glove or Garment lines. It looks now as though only an early crisp Fall will save the glove industry from a disastrous year.

Of glove leathers, Pigskins are the best sellers. Prices on Grey hairs are quoted at \$1.00, 80c, 60c, 50c, 35c and 22c. The top grades go to Europe; 60 to 70c is the popular price for a cuttable grade. Low ends are in demand for palmstock. Cabrettas doing better at a range from 75c down to 26c. Best selling grades are from 33c to 50c. All men's weights selling better than the ladies' weights.

In the cheaper leathers Men's Grey Suedes are lagging at 34c and 30c.

Irans are just fair at 26c down to 17c.

Garment Suedes are quoted at 32c for the ladies' and 28c for the men's weights. No new business of any consequences has been reported.

Tanning Materials

Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag	\$72.00
Wattle Bark, ton	\$98.00
..... "Fair Average"	\$94.00
..... "Merchantable"	\$94.00
Sumac, 28% leaf	\$120.00
Ground	\$115.00
Myrobalans, J. I.'s Bombay	\$42.00
Sorted	\$46.50
Genuine	\$48.00
Crushed 42-44%	\$62.50
Valonia Cups, 30-32% guaranteed	\$48.00
Valonia Beards, 40-42% guaranteed	\$64.00
Mangrove Bark, Ecuadorian	\$53.00
Mangrove Bark, Colombian	\$59.00
Mangrove Bark, 38% E. African	\$69.00

Tanning Extracts*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.00
Barrels, c.l.	4.75
Barrels, l.c.l.	5.10
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	10.32
Bags, l.c.l.	11.02
Cutch, solid Borneo, 55% tannin	.08½
Hamlock Extract, 25% tannin, tk. cars f.o.b. works	.0625
bbls, c.l.	.06½
Oak bark extract, 25% tannin, lb.	.06½
bbls, 6½-6¾, tks.	.06½
Quebracho Extract:	
Solid ord., 63% tannin, c.l.	
with tannin differential	11 31/64
without tannin differential	11 21/32
Solid, clar., 64% tannin, c.l.	
with tannin differential	12 3/16
without tannin differential	12 23/64
Wattle extract solid, c.l., East African	
60% tannin	.09½
Wattle extract, solid, c.l., South African	
60% tannin	.10
Powdered super spruce, bags, c.l.	
.65%; l.c.l.	.05½
Spruce extract, tks., f.o.b. wks.	.01½
Myrobalan extract, solid, 55% tannin	.07½
Myrobalan extract, powdered, 60% tannin	.10
Valonia extract, powdered, 63% tannin	.08½
Quebracho Extract, powdered, Swedish spray dried, 76-78% tannin	.16½
Wattle Extract, Powdered, Swedish, 73% tannin	.15½
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11½
Oakwood, Swedish, solid, 60-62%	.11½
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11½
Larchbark, powdered, Swedish spray-dried, 58-60%	.12½

Tanners' Oils

Cod Oil, Nfld., loose basis, gal.	90-95
Cod, sulphonated, pure 25% moisture	13-13½
Cod, sulphonated, 25% added mineral	11½-12
Cod, sulphonated, 50% added mineral	11-11½
Castor oil, No. 1 C.P. drs. l.c.l.	20
Sulphonated castor oil, 75%	18
Linseed oil, tks., f.o.b. Minn.	14
drums	15½
Nestafat, 20° C.T.	30-32
Nestafat, 30° C.T.	27-28
Nestafat, prime drums, c.l., f.o.b. Chicago	18½
l.c.l., f.o.b. Chicago	18½
Nestafat, sulphonated, 75%	18½
Olive, denatured, drs. gal.	2.20
Waterless Moellon	14-14½
Artificial Moellon, 25% moisture	13
Chamois Moellon, 25% moisture	11-12
Common degreas	12-13
Neutral degreas	25-26
Sulphonated Tallow, 75%	13½-14
Sulphonated Tallow, 50%	10½-11
Sponging compound	13-14
Split Oil	11-12
Sulphonated sperm, 25% moisture	16½
Petroleum Oils, 200 seconds visc., tks., f.o.b.	14½
Petroleum Oils, 150 seconds visc., tks., f.o.b.	13½
Petroleum Oils, 100 seconds visc., tks., f.o.b.	12½

*Imported Extracts are plus duty.



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Prices Hold Up Well Under Adverse Conditions

Bearish Sentiment Disappointed At Small Recessions
Hidden Strength Offsets Growing Cattle Slaughter

Hide prices wobble. The pattern of trading in big packer hide market opened in somewhat similar fashion to that of the preceding week. Steer selections sold at steady prices while resistance was encountered again on native and branded cows.

Initial trading Monday involved branded steers, one big packer selling 8,100 at 10c for heavy Texas and butts and $9\frac{1}{2}$ c for Colorados. Subsequent business Tuesday was in heavy native steers, packers moving close to 25,000 at 12c for river and $12\frac{1}{2}$ c for Chicago and northern points. These prices steady compared with those realized last week.

One selection in steer group which encountered price resistance was light native steers and it was later confirmed that one big packer yielded to the pressure for lower prices by accepting a half cent decline, selling 1,900 from Chicago and St. Paul at $14\frac{1}{2}$ c and 2,100 from River points at 14c. Extreme light native steers as well as light and ex. light branded steers more or less nominal awaiting new sales.

Although one big packer sold 1,400 NSY (St. Louis) heavy native cows at the steady price of 13c, most buyers at mid-week were bidding a half cent lower or $12\frac{1}{2}$ c for northern. Bids a half cent lower on light cows, the only interest shown being for light average river points at 14c as against last sales at $14\frac{1}{2}$ c. Unconfirmed rumors of some light cow trading at the lower figure.

A fair volume of trading in branded cows, about 12,000 from northern points at 11c. This price established late in the preceding week when three packers sold around 15/20,000 at 11c for northern and $11\frac{1}{2}$ c for lighter average southwestern points, registering a half cent decline.

Trading in bull hides very slow of late, buyers not showing much interest. A few odd lots dating back to earlier salting available but buyers inclined to talk in terms of discounts on older hides and current produc-

tion considered only nominal for best points at $9\frac{1}{2}$ -10c for native and $8\frac{1}{2}$ -9c for branded.

Independents steady. Several large independent packers sold hides this week at going prices. A large Iowa packer first to sell, moving 1,000 Ottumwa heavy native steers at 12c and 1,600 Ottumwa heavy native cows at 13c. A large Minnesota packer sold 700 butt branded steers at 10c and 700 Colorado steers at $9\frac{1}{2}$ c. These prices steady compared with big four packer trading levels.

A rumor that one outside packer sold car of light native cows at 14c could not be confirmed up to mid-week. However, it was confirmed that an eastern packer sold car of branded steers from Pittsburgh plant at 10c for butts and $9\frac{1}{2}$ c for Col-

orados. The same packer sold car of Pittsburgh native steers at $12\frac{1}{2}$ c for heavies and $14\frac{1}{2}$ c for lights.

Small Packers soft. The market for small packer hides showed a weaker undertone due to liberal offerings available and only limited demand from tanners.

A sale of 48-49 lb. avg. good mid-western allweights reported at 11c selected f.o.b. shipping point, two cars involved. This price considered tops as more offered on that basis and buyers inclined to back away and talk lower or down to $10\frac{1}{2}$ c. Likewise, 50-52 lb. avg. midwestern small packer hides offered freely at $10\frac{1}{2}$ c had no takers and some sellers anxious to move productions because of a shortage of cellar space.

Market for this weight considered nearer 10c for new business. Last sale of heavier stock averaging 56-58 lbs. at the 10c mark but this price considered topy in some quarters. Meanwhile, lighter hides also under pressure because of lower bids for big packer light cows. Southwestern small packers, such as Texas 40-42 lb. avg. hides, eased to $13\frac{1}{2}$ - $13\frac{1}{2}$ c flat fob. shipping points and not much business.

Country hides dull. A rather dull situation prevailed in country hide market and prices leaned to soft

HIDE FUTURES

	Close Aug. 4	Close July 29	High for Week	Low for Week	Net Change
October	13.75B	13.55T	13.88	13.50	+20
January	14.35B	14.06B	14.48	14.06	+29
April	14.77B	14.47T	14.84	14.48	+30
July	15.18B	14.85B	15.18	14.90	+33
October	15.58B	15.25B	15.55	15.31	+33
January	15.90B	15.60B			+30

Total Sales: 226 Lots

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers	12 -12 1/2	12 -12 1/2	12 -12 1/2	16 1/2-17
Light native steers	14 -14 1/2	14 1/2-15	14 1/2-15	17 1/2
Ex. light native steers	19	19	19	21
Heavy native cows	13 -14	13 -14	13 1/2-14 1/2	17 -18
Light native cows	14 -14 1/2	14 1/2	16 -16 1/2	18 -18 1/2
Heavy Texas steers	10	10	10 1/2	13 1/2
Butt branded steers	10	10	10 1/2	13 1/2
Light Texas steers	12 1/2N	12 1/2N	12 1/2N	15
Ex. light Texas steers	14N	14N	14N	18 1/2
Colorado steers	9 1/2	9 1/2	10	12 1/2
Branded cows	11 -11 1/2	11 1/2N	12 -12 1/2	15 -15 1/2
Native Bulls	9 1/2-10	9 1/2-10	9 1/2-10	10 1/2-11
Branded Bulls	8 1/2-9	8 1/2-9	8 1/2-9	9 1/2-10
Packer calfskins	35 -42 1/2	35 -42 1/2	40 -42 1/2	50 -55 1/2
Packer kipskins	20 -24 1/2	20 -24 1/2	21 -27 1/2	26 -32

NOTE Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

side because of price resistance from buyers.

Export demand seems dried up for time being and current business mostly with domestic outlets. Good locker-butcher hides averaging around 48-50 lbs. moved in the range of 3½-9c flat trimmed fob. shipping points and mixed lots as low as 8c. Glue hides brought 6½-7c fob. for carload lots. Country bulls nominal around 5-5½c fob.

Packer calf in moderate demand. Following sale last week of 3,000 St. Louis and River heavy calf at 35c, it was reported that later sales were made of 10,000 St. Louis heavies at 34c. Some offerings put out by big packers involving St. Paul light calf at 42½c, St. Louis lights at 40c and Milwaukee all-weights at 40c for heavy and 42½c for light but these skins slow to sell. Best bid reported was at 41½c for the light calf from northern points. Packer kipskins had easy undertone in absence of any real demand. Last sales involved 2,000 northern kip at 24½c and later 8,000 river over-weights at 23c. Southwesterns quoted at 23c for kip and 20c for over-weights, last paid.

Some additional business reported in packer slunks at \$1.50 for regulars and 85c for larger hairless. The market for small packer skins also showed easiness, offerings of calf at 30-32c meeting with counter bids from tanners at 28c. Some small packer kip sold at 16-17c. Country skins in carlots ranged 18-19c for calf and 11-13c for kip, inside prices being obtainable while sellers asked outside.

Horsehides hesitant. A little scattered trading in horse hide market this week as both buyers and sellers strove to attain a normal balance following recent sales of French whole hides and fronts at lower prices. Some regular lots of northern slaughterer horse hides sold in the range of \$8.50-9.00 trimmed fob. shipping points and, in some cases, mules included at \$2.50 less.

Untrimmed hides quoted at \$9.50-10.00 fob. There were reports in the trade that one lot of untrimmed horse hides sold at \$9.50 delivered in East. Cut stock rather slow, northern fronts ranging \$5.50-5.75. Butts about steady at \$3.90-4.00, basis 22" and up.

Sheepskins easier. Although there was some additional business in big pkr. regular No. 1 shearlings at \$1.85, one packer obtained up to \$2.00 for a choice lot. Scattered sales

of No. 2s in the range of \$1.15-1.25 while No. 3s nominally unchanged at 70-80c. Clips firmed at \$2.75-2.85 and one very good lot brought \$3.00. The market for current production lamb pelts nominally quoted at \$2.75-3.25 for packer good westerns and \$2.50-2.75 for natives, per cwt. live-weight basis.

The undertone seemed easier due to slowness in wool market and slightly easier prices. Small lot of full wool dry pelts sold at 29c delivered as compared with earlier sale at 28½c. Pickled skins easier and it was reported \$10.50 per dozen accepted by some sellers. Previous sales at \$11.00-11.25.

Sheepskin sales indifferent Local selling quarters having difficulty interesting buyers in Brazil cabrettas, particularly at prices shippers are asking. Most sellers have ideas around \$13.00 fob. for regulars while buyers views are about \$1.00 less. Europe still operating and said to be meeting asking prices of shippers. Not much call in specials and here, too, there is about \$1.00 difference in views.

Wool sheepskin markets continue slow and nominal. Relatively few sales can be confirmed here. At Australian wool sheepskin auctions, Melbourne market on crossbreds was par to one penny lower with all others unchanged, while at Sydney, 37,000 were offered and market was nominally unchanged as compared to the previous sale.

Pickled skins hold. Trading in New Zealand continues limited especially for shipment. It was reported that 2,000 dozen "Islington" lambs afloat sold at \$10.26. Resale lots said to be selling by dealers who generally withhold price details. Iranian pickled sheepskin market firmed up following late sales, as there was a moderate movement of spot skins.

Sellers now quote market for average run spot skins \$12.00-12.50 while extra good lots have sold at \$12.75 and poorer lots down to \$8.00. The domestic market is mixed. While some late sales at \$11.00-11.25 per dozen, some buyers even unwilling to bid \$10.50 on offerings. Prices vary as to sellers and description of lots involved.

Reptile sales moderate. There has been a little business although price differences and poor leather business has retarded volume. Confirmed that some Madras bark tanned whips, 4 inches up, averaging 4½ inches, 70/30 selection, sold at 38c and skins averaging 5 inches at 46c. Buyers ideas for 4 inches up,

averaging 4½ inches, 60/40 selection, 32c and 70/30 selection, 33c with sellers asking 34c for business.

Offerings of Calcutta whips, 4 inches up, averaging 4½ inches, 50/50 selection, at 23c and U.P. whips at 27c without interesting buyers. More offerings of wet salted Agra back cut lizards with most shippers asking 25-26c for 9 inches up, averaging 10 inches, 80/20 selection and buyers ideas 24-25c for August-Sept. shipment but would pay 26c for prompt shipment, with seller asking 28c. Some 10 inches up, averaging 11 inches, available at 33c though most sellers have higher views.

Calcutta oval grain back cut lizards, 40/40/20, 90/10 selection, held at 18c and 60% 9 inches, 40% 10 inches at 24c. Alum tanned water snakes, 3 inches up, averaging 3¼ inches, 70/30 selection, available at 7c, skins averaging 3½ inches at 11c and all 3 inches at 4c.

Very few offerings of Brazil back cut tejus as the season is over and shippers busy trying to make deliveries against previous commitments. A sale of 15/60/25 assortment reported at 76c fob.

Deerskins firmer. Relatively few offerings coming in, with shippers having very high ideas. There was a report that bids of 63c fob., basis importers, have been refused for Brazil "jacks" with none available. Last confirmed sales, however, were at 65-67c, basis manufacturers. Buyers still unwilling to better 75c c&f. for New Zealand with offerings at 78c c&f. Some shippers have higher views.

Central American descriptions firmly held although interest not quite as broad as it has been and buyers still have views about a nickel under asking prices. Some offerings of East African skins at \$14.00 per dozen with buyers ideas about \$2.00 less.

Pigskins very quiet. Tanners state that they are busy making sales of leather but very little call for raw stock at present. Believed that good lots of grey peccaries on spot could still be sold but there is no chance of interesting buyers for shipment.

In the meantime, ideas expressed by these buyers are very low, which could not interest shippers who are soliciting bids but do not seem interested in some ideas expressed by buyers for certain descriptions. Understand a little carpincho leather selling but practically no call for the raw stock. Offerings dry Chacos at \$2.30 fob.

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PEOPLE

About industry personalities coast to coast

• **James F. Malley**, retired shoe manufacturer of Somersworth, N. H., is retiring as a member of the New Hampshire Legislature in which he served for a number of years. He is also a member of the New Hampshire Planning and Development Commission.

• **Russell W. Sinclair** has been appointed general manager of the 144-year-old Atlas Tack Corp., Fairhaven, Mass. Sinclair has been with Atlas



since 1936. From 1941 to 1945 he was manager of the firm's plant in Henderson, Kentucky. Since then he has been in Fairhaven. Since 1942 he was sales manager, and in April 1954 became executive vice-president. He will continue to direct sales activities.

• **Joseph Horowitz** has been appointed director and chief chemist of Babbitt Chemical Specialties Co., New Bedford maker of sealants and protective coatings. The company has offices in Boston, West Hanover and New Bedford, Mass.

• **George Fecteau**, national director of the United Shoe Workers of America, CIO, will head the Political Action Committee which has been organized by the New Hampshire CIO Industrial Union Council, of which he is president. Among those

serving on the PAC will be **Rene Bergeron**, well-known USWA official.

• **Ralph H. Ewe** has been elected president of the Ohio Leather Co. Ewe, associated with the company since 1928, succeeds the late Fred Becker, who died last month. Ewe, a native of Germany, joined Ohio as technical advisor, rose through the posts of general superintendent, vice-president, director, and now president.

• **John K. Minnoch**, executive director of the National Hide Association, will be the guest speaker at Endicott-Johnson Corporation's annual 30-Year Club dinner at Johnson City, N. Y., Sept. 11.

• **J. O. Moore**, president of Miller-Jones Shoe Co., last week led off the first of eight meetings being held for instruction and benefit of store managers and personnel of all Miller-Jones stores in Ohio.

• **Al Craig**, pattern executive, has joined the staff of Futura Footwear, Inc., New York City.

• **Morrel P. Zent** has been appointed plant manager of the Vulcan Last Plant in St. Louis. He brings 25



years of varied experience in the last industry, during which time he worked in the fields of production,

model-making and sales. Before coming to Vulcan Corp., makers of shoe lasts and heels, he served as assistant manager of Empire Last in Rochester, N. Y.

• **Les Lyon**, National Hide Association official, will address the Kansas City, Mo., Kiwanis Club in September as part of a "grass roots" leather publicity campaign. Arrangements for this speaking date have been made through the NHA, which is sponsoring the program.

• **Rena Amzalak** has joined the new shoe fabric firm, Fabric Creations, Inc., New York, as stylist. She formerly headed fashion research at I. Miller & Sons, Inc.

Shoe Workers Get Red Literature

Hundreds of American shoe workers are receiving unsolicited and unwanted Commie propaganda literature through the mails, addressed to their homes.

George Fecteau of Manchester, N. H., national director of the United Shoe Workers of America, CIO, and president of the New Hampshire Industrial Union Council, has assailed a pamphlet entitled "American Ways to Jobs, Peace and Democracy," as "a cut piece of Communist propaganda."

After a number of New Hampshire shoe workers had reported receiving copies of the pamphlet through the mails, Fecteau said, "We must keep our people alert for this kind of stuff, subtly written so as to cover up the intent of its poison."

Reports from other shoe centers cite similar mail being received at homes. The U. S. Custom officials, plus Post Office authorities, have made public the influx of millions of pieces of such literature coming in from overseas, from Red-curtain countries particularly. A number of trade unions in the U. S. have reported that their complete membership lists have been copied by unknown sources, evidently by Commie sympathizers with access to union membership files.

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Why The Army Is Changing To Chrome-Tanned Leathers

Some Highly Significant Research Findings Bear Important Influence On Both Civilian And Military Footwear

Shortly after the end of World War II the Army instituted a broad research program in the whole field of leather. The primary objective: to discover what changes could be made to relieve the critical shortage of tanning materials (most of which are imported), and how to improve the performance of leather footwear.

After years of research come the Army's conclusions based on its findings: "The indication points quite clearly to the advisability of a change from the historic Army Retan leather to a straight chrome leather utilizing hides of approximately the same weight and type."

Following is a condensation of the Army's detailed 30-page report of its findings and its reasons for making this important shift from the traditional retan to chrome leathers. The report, as prepared by the Office of the Quartermaster General, Research and Development Division, should prove of intense interest to the entire shoe and leather industry.

In 1947 the Army Quartermaster Corps began a study of the principal variables in the tanning of side leather, leading to a systematic evaluation of retan leather. In the study of side upper leather, data were collected on the following types of leather:

- 1) Straight chrome-tanned;
- 2) Straight vegetable-tanned;
- 3) Leather retanned at 20, 40 or 60 degrees of retannage;
- 4) Chrome-retanned with synthetic materials.

A large number of tests were made. Tannery drum lots consisted of about 30 sides of each type of leather, and the series included 2,300 sides of leather in more than 100 different lots.

The study indicated that unnecessarily large quantities of chrome and vegetable tanning materials are commonly used in trade practices. A higher take-up of chrome or a stronger vegetable retannage resulted in a decrease in the strength of the leather. Conversely, a decrease in the degree of tannage resulted in

stronger leather. In short, the chrome-tanned leather (now used chiefly in civilian and military dress shoes) demonstrated many points of superiority over the retan leather.

The Army was much interested in this finding, for its service boot is now made of retan leather which requires more time and labor and, even more important, several times as much tanning materials as the chrome-tanned for the same amount of leather. (See Table 1)

The use of retan leather in Army service boots dates back to the early days of World War I. The boots were satisfactory for peacetime wear but proved inadequate under field and combat conditions. Steps for improvement were taken. It was found that cowhide side upper leather, tanned first with chromium compounds, followed by a retannage with vegetable extracts, and then treated

with hot stuffing greases and waxes, produced a more suitable leather. This type of leather has been used by the Army right up to the present, and is also widely used in uppers of civilians' work shoes.

There exists in the tanning industry a difference of opinion on the preferred composition of shoe upper leather, and on the optimum degree of tannage. One group expresses preference for the retan process, claiming it has these advantages: (1) it adds plumpness—therefore more of the hide is usable; (2) it dries softer and more quickly after repeated wetting and drying; (3) it retains large amounts of stuffing greases, which impart water resistance.

Those opposed to the vegetable tannage point to several production disadvantages which would be intensified during wartime: (1) it requires a greater quantity of imported tanning materials; (2) it requires a longer tannage; (3) it needs a larger labor force; (4) since it's not presently produced commercially, existing tanneries must be converted. Incidentally, it was for these reasons that vegetable tannage wasn't included in the Army study.

Durability was one of the important comparisons made between retan and chrome leather. It might be expected that the leather with the

TABLE 1
Composition Of Chrome-Tanned And Retan Leathers

	Hide Substance (%)	Chemical Analysis			pH(c)	Ratio to Hide Substance	
		Chromic Oxide (%)	Grease(a) (%)	Veg. Tann.(b) (%)		Chrome Oxide(d)	Veg. Tann.(e)
Chrome tanned, stuffed	61.4	4.0	26.6	0	3.2	6.5	0
Chrome tanned, fatliquored	75.4	4.6	8.5	0	3.3	6.1	0
Retan, stuffed	48.3	2.7	25.9	23	3.2	5.6	47

(a) Chloroform extract

(b) Determined by difference

(c) Acidity

(d) Ratio of chromic oxide to hide substance

(e) Ratio of vegetable tannin to hide substance

Figures are not to be considered as the optimum for each tannage. The amounts of both chrome and vegetable tannin can be reduced below the industrial level without adversely affecting the properties of the leather.

For chrome tanned leather about 6 pounds of chromic oxide (or approximately 12 pounds of sodium bichromate) is required for tanning 100 pounds of hide. The retan leather requires about 5½ pounds of chromic oxide (11 pounds of sodium bichromate). In addition, the retan requires approximately 47 pounds of vegetable tannin. The amount of critical tanning materials required for retan leather is several times greater than that for chrome-tanned leather.

The oil required for fatliquored leather is only 8.5%, as compared to approximately 3 times as much, or 26%, of grease required for stuffed leather. Oils and greases are generally much less critical during wartime than tanning materials. However, if the need should arise, as it did in World War II, a considerable saving can be made by using the fatliquoring process.

TABLE 2

Strength And Stretch Of Chrome-Tanned And Retan Leathers

	Tensile Strength (lb./in. ²)	Burst Strength (lb.)	Stitch Tear (lb./in.)	Tongue Tear (lb./in.)	Grain Crack (lb.)	Elongation (%)
Chrome tanned, stuffed	4010	1098	1001	446	413	70
Chrome tanned, fatliquored	3750	967	1035	349	508	67
Retan stuffed	3530	953	831	272	441	57

greater thickness would have greater durability. The study showed that the retan leather was approximately one-half ounce (or 1/128 inch) thicker than the chrome-tanned. This is about 10 percent, based on the standard 5½ ounce retan upper leather. This finding agrees with the consensus in the tanning industry that retannage adds plumpness to the leather. However, it will be shown shortly that greater thickness did not necessarily indicate greater durability.

Strength and stretch tests were made on chrome and retan leathers. The results are shown in Table 2. Findings show the chrome-tanned leather to be superior in all tests of strength, especially in the tearing tests. For example, in the stitch tear test the fatliquored chrome-tanned leather was 25 percent stronger than the retan. In the tongue tear test it was 28 percent stronger.

Regarding strength, retan leather is about 10 percent thicker than the chrome-tanned. Therefore, if the values in these tests shown in Table 2 had been the same for the two leathers, it would have indicated that the chrome-tanned, being thinner, was weaker. But the chrome-tanned proved stronger, in spite of the greater thickness of the retan.

Stretch of the chrome-tanned is

greater than that of the retan, though this is not of particular significance in shoe uppers.

Two flex tests (flexural and fatigue and flex burst) were made to compare the endurance of chrome and retan leathers. Results showed the chrome-tanned leather is much more resistant to flexural fatigue than retan. For example, a tension of 15 pounds can be applied to a specimen of chrome-tanned leather 16,750 times before it breaks. A similar specimen of retan leather breaks after 9,180 applications of the load. Thus the apparent advantage of the thicker retan leather is offset by the greater strength of the chrome-tanned leather.

Retan leather will hold a relatively large amount of grease without feeling greasy. But the question is: Does the use of a large amount of grease increase the durability of the leather? Apparently it does not. Fatliquored leather is just as strong as stuffed leather containing about three times as much grease. Therefore, while retan leather has a larger amount of grease, it's not thereby rendered stronger or more durable.

In field use, leather in contact with ground water and mud will sometimes crack and stiffen. Studies were

made to see the comparative effects on chrome and retan leather as a result of constant wetting and drying. The leathers were repeatedly wetted and dried in daily cycles for more than two months. The results: no significant change in stiffness of the chrome or retan leathers.

How do leathers hold up in storage? In the military, where shoes may be held in storage for many months, this is important. In the tests, three different types of storage conditions were used: desert; tropical; temperate summer. The results, showing comparisons between leathers or tannages, are revealed in Table 3.

The chrome-tanned leather proved superior in storage under all conditions up to three years (the length of the tests) with only one exception: under desert conditions.

The growth of mildew on leather is a serious problem in tropical areas. Experience shows that vegetable-tanned or retan leathers are attacked to a greater extent than chrome-tanned leather. This is because the vegetable tannins and fats are readily attacked by mildew, whereas the fatliquored chrome-tanned leather provides less material to support the mold growth. Both types of tannages can be protected from mildew growth by a suitable fungicide. However, chrome-tanned leather offers practical advantages because it requires less fungicide due to its lower concentration of fat and its absence of vegetable tannins.

How about water resistance? Leather with good water resistance, accompanied by good absorption and transmission of perspiration, will be comfortable in even hot or cold weather. The different tannages were put through the Maeser Test, whereby the leather is held in constant water immersion and put through flexes.

Chrome-tanned, stuffed, leather showed the greatest water resistance. Chrome-tanned, fatliquored, leather was second best, and retan last. A piece of chrome-tanned leather can go through 269 walking steps immersed in water before there is any water penetration into the leather. It takes only 173 such steps for retan leather to begin soaking up water. However, none of the leathers showed any particularly good resistance to water.

(Note: The Army cites several new water-resistance materials or treatments for leather which will permit leather to take anywhere between 10,000 and 50,000 flexes or "walking steps" immersed in water before the leather shows the first signs of water

TABLE 3

Effect Of Storage On Bursting Strength Of Chrome-Tanned And Retan Leathers^(a)

A. Residual strength, in pounds ^(b)												
	Desert Storage Years				Tropical Storage Years				Temperate Summer Storage Years			
	0	1	2	3	0	1	2	3	0	1	2	3
Chrome stuffed	129	95	78	62	116	114	113	106	122	122	177	108
Chrome, fatliquored	132	106	94	81	126	118	111	103	125	122	112	109
Retan stuffed	109	86	79	74	116	92	78	65	114	102	96	91
B. Residual strength, in percent												
Chrome stuffed	100	74	60	48	100	98	97	91	100	100	96	89
Chrome, fatliquored	100	80	71	61	100	94	88	82	100	98	90	87
Retan stuffed	100	79	72	68	100	79	67	56	100	90	84	80

(a) Each value in the table represents an average of 90 or more sides.

(b) Bursting test: Number of pounds required for ¼ inch burst.

penetration. The Army states that these materials are far more effective than conventional oils and greases. The latter tend to prevent sweat evaporation, whereas the new materials do not.)

The ability of shoe upper leather to remove perspiration from the foot is one of the characteristics which makes leather desirable for use in shoes. This action depends upon several properties. One common misconception, however, is that the dissipation of sweat results from "breathing" of the leather. Tests show that very little air passes through leather under normal conditions of shoe wear. Moreover, studies demonstrate that the two principal means of dissipation of water vapor from inside a leather shoe are by water vapor permeability and absorption.

In the water vapor permeability tests the chrome-tanned fatliquored leather was outstanding, transmitting water vapor from the foot many times faster than did either the chrome-tanned stuffed leather or the retan leathers. (Note: by "water vapor permeability" is meant the grams of water given off per 25 square centimeters of leather per 100 minutes.)

Absorption plays an important part in removing sweat from the foot. The leather may act as a blotter or reservoir, or the sweat may be transmitted to the outer surface where it is evaporated. The blotting action removes sweat from the foot or sock during wear, allows part of it to be evaporated while the shoes are removed. The same process occurs with the insole.

Tests show little difference in the rates of absorption of retan leather and chrome-tanned stuffed leather. The chrome-tanned fatliquored leather, however, absorbs water several times faster than the others. The chrome-tanned fatliquored leather will absorb water four times faster than will retan leather.

As to drying, the retan leather dries slightly faster than the others during the first few hours. But this advantage is soon lost, and after 24 hours the losses are about equal. In spite of the similarity of the drying rates, expressed in percentages, the fatliquored chrome-tanned leather dissipated moisture much faster than the stuffed leathers.

This occurred because the fatliquored leather absorbed several times as much water as the stuffed leathers during the 24-hour immersion period, and the total water absorbed is evaporated from each type

of leather in approximately the same time. This indicates a close relationship between rates of absorption and rates of drying. All the leathers retained some of the absorbed water even after 24 hours of drying, thereby supporting the practice of allowing a pair of shoes at least one day's rest after one day's wear, especially during wet weather.

Density was another property studied. Shoe leather density (the weight per unit volume) is directly related to the amount of strain felt by a man walking in the heat. Even small differences in the weight of shoes have proved significant. For example, the addition of one pound to the weight of a man's shoes produces the same increase in his metabolism as four pounds to his pack.

Chrome-tanned leather is less dense than retan leather. And the fatliquored leather is less dense than either of the stuffed leathers. The fatliquored chrome-tanned leather is 19 percent lighter than the retan, and the stuffed chrome-tanned leather is four percent lighter than the retan.

The density difference isn't caused by differences in the actual leather but by the increase in tannin or grease. The chrome-tanned leather is 10 percent thinner than the retan, hence the difference in weight per square foot is even greater than the weight expressed on a volume basis. A specific area of chrome-tanned fatliquored leather weighs about one-fourth less than an equal area of retan leather.

Heat transmission was another factor under study. Leather has good insulation properties due to the three-dimensional network of interwoven fibers with large air spaces between them. Retan leather, because of its larger grease content, has a higher degree of heat transmission than the chrome-tanned leather. For maximum insulation against heat losses, leather should contain a minimum of grease, and it should be kept dry.

Although softness and flexibility are desirable, leather shouldn't be too soft, otherwise it will sag around the ankle, becoming unsightly and uncomfortable. Tests show no significant difference in the flexibility of chrome and retan leather under temperatures of 70 degrees or higher.

However, in cold weather (near or below water-freezing marks), oils and greases tend to firm up and solidify. Hence, in cold climates fatliquored chrome-tanned leather is superior to stuffed chrome-tanned or retan leathers. For maximum flexibility in low temperatures, the amount of oil should be held to the lowest practical level.

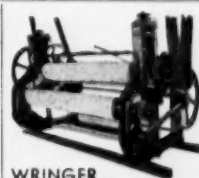
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NEWS QUICKS

About industry happenings coast to coast

Illinois

• **The Hide and Leather Association** of Chicago will not hold its customary annual Stag Party this year. It is yielding to a request of the Tanners' Council, which is planning something in its place on Thursday, October 28.

Kentucky

• **D. M. Siff Shoe Co.**, Ashland, has received a city permit to construct a \$24,000 one-story brick and wooden building. An old structure is being torn down for construction of the new building.

Maine

• **Donnell-Bixby Co., Inc.**, Auburn, makers of box toes and shoe findings, have announced plans to construct a new plant on Minot Avenue. Work on the plant was started this week, is expected to be finished in four months. The company, organized in 1933, employs 15, supplies Auburn-Lewiston shoe manufacturers and also ships its products out of state.

• **Fitz Brothers Co.**, Auburn, has almost completed its merger with the firm's plant at Lawrence, Mass. The company will soon be out of its present building. The consolidation move began June 26. Some of the personnel has already moved to Lawrence, the rest will follow. The firm is a subsidiary of the United Last Co., and has been located in Auburn since about 1880. Forty workers were employed there.

• **Wilner Wood Products Co.**, Norway, states that one out of every three pairs of women's shoes sold has a wedge heel—and that the percentage is still climbing. Wilner is the nation's largest maker of wedge heels.

Massachusetts

• **Stein-Sulkis Shoe Co.**, Haverhill, entertained 2,000 visitors at their new plant, one of the most modern in New England. Among the visitors were hundreds of local shoe workers, city and state officials, and heads of other shoe companies.

• **Lincoln Shoe Co.**, Haverhill, has leased another floor in its building, as part of an expansion program. The company is planning to produce a new type of shoe in the added space but is not yet ready to release further details.

• **John Addison Footwear Co.**, Marlboro, has received government contract orders for \$565,000 worth of Army and Navy shoes in recent weeks. These orders, say the company, are sufficient to keep the factory fully busy through next spring. The firm employs almost 200.

• **Doyle Shoe Co. and John Foote Shoe Co.**, both just missed out on bids for 80,000 pairs of Army shoes. Endicott-Johnson beat out both with low bid.

• **American Hide and Leather Company's** executive offices are being moved to its Fort Hill tannery in Lowell about Sept. 15. A Boston sales office will be maintained at 17 East St., under the direction of John Bates. One reason for the Lowell move, says the firm, is to eliminate duplication of records, consolidate clerical operations and to lower overhead.

• **Haverhill shoe factories** are currently handicapped with a shortage of stitchers. A city study shows average age of female shoe stitchers is 55, with the majority over 50, and some are 75 years of age.

Missouri

• **Brown Shoe Company's** new plant at Piedmont is interviewing prospective employees in the area. Over 1,000 applications have been received. A staff of interviewers from St. Louis is processing the applications. Completion of the new \$600,000 building is set for mid-August, with operations to begin in September with a small force to be gradually increased to about 250 workers.

• **Conaway-Winter, Inc.**, St. Louis manufacturers of babies' footwear, is reported moving its entire production facilities to Willow Springs.

New Hampshire

• **Franklin Footwear Co.**, which suddenly ceased operations recently in

Franklin, is reported to have \$150,000 in liabilities, according to the owners of the building where the factory was located. A creditors' meeting is being held this week in Boston. The firm is reported to have only about \$20,000 in assets.

• **The O. A. Miller Treering Machine Co.**, Plymouth, a subsidiary of United Shoe Machinery Corp., recently held a sales meeting where plans were launched for a publicity and advertising campaign to increase the firm's sale of shoe trees. The company also distributes shoe laces and some shoe machinery.

• **The Greene Tanning Corp.** has been organized to operate in Milton. Head of the new firm is James C. Greene.

Ohio

• **Artcraft Products Co.**, Cincinnati, distributors of branded leather products in the Midwest area, has resumed operations after being temporarily out of business for the past year. The company was originally established in 1941.

• **Hugo Bosca Co., Inc.**, Springfield, nationally known manufacturer of quality leather goods, has started construction of a new factory and office building which will have a floor space of about 20,000 square feet. According to the company, it will be the first new factory erected by a personal leather goods firm in the past 20 years. The building will be completely air-conditioned, will contain new machinery and equipment, have automatic humidity control, and many other modern features. The firm has been in its present location for 35 years.

Pennsylvania

• **Malis Leather Co.** has moved to new, modern quarters at 48 W. Wildey St., Philadelphia 23, Pa.

Tennessee

• **Bay-Bee Shoe Co.**, Dresden, has started work on a \$25,000 building program which will provide new offices, new shipping room and new restrooms. The new building, part of an expansion and modernization program, will add some 1600 square feet of space. The company, established in 1945, now employs 241.

Wisconsin

• **Pfister-Vogel Tanning Co.,** Milwaukee, was the scene of a tragedy this week when an employee was electrocuted as a result of touching high voltage wires with an iron bar while loading hides into a truck. The victim was Paul Schaff.

Virginia

• **The Virginia Shoe Co., Inc.,** Fredericksburg, recently completed its new \$200,000 plant that will increase the firm's potential capacity 60 percent. Production is expected to reach 4,000 pairs daily within a couple of months, though capacity is 5,000 pairs. The company, founded in 1923, produces misses', children's and infants' fashion shoes under the name Play-Poise and Vara-Vogue. It sells between 650,000 and 700,000 pairs a year.

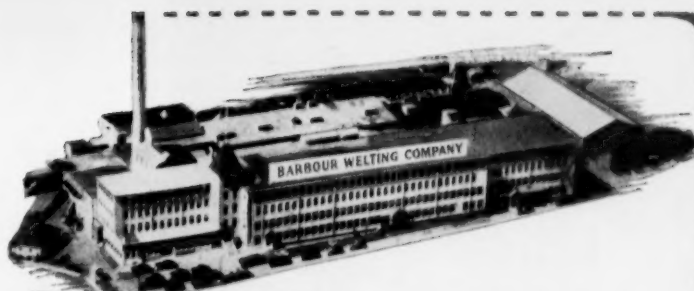
Canadian Notes

• The weather has played some mean tricks on **retail shoe sales** across Canada this summer. Neither shoe sales nor the weather have been "so hot," with June business reportedly below all expectations, even if July sales have shown some upward trend. It is already evident that June and July sales will be considerably lower than last year in many regions of Canada and profits will be even lower due to extensive and early price-cutting activities.

• Orders for **British shoes** totaling some \$68,000 have been placed by a Canadian chain of department stores. Approximately \$50,000-worth of orders are for men's shoes and among the reasons advanced for buying British shoes were wearing quality and their lower cost of production.

• Canadian **department store sales** of women's, misses' and children's shoes dropped to an estimated \$4,329,000 in May compared with \$4,388,000 a year ago May, down 1.3%, with their stocks, however, rising to \$14,858,000 in this period against \$14,418,000 a year ago, up 3.1%. This was in sharp contrast to gain of 7.7% in such sales in April compared with a year ago April and inventory rise of 2% in this period.

Sales of men's and boys' shoes in these department stores fell to \$1,401,000 in May compared with \$1,470,000 a year ago for a loss of 4.7% and such stocks advanced to \$5,402,-



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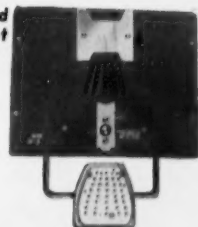
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000 in May over \$5,331,000 last year for a 1.3% increase. In April, such sales rose 2.6% over last year but stocks dropped 3.4% in this period.

• **John McMannis**, representing Simpson and Sears, recently left England after placing orders for \$68,000 worth of men's footwear, with more orders reported to be following. McMannis told British shoe manufacturers that for them to do business successfully in Canada required the use of North American lasts, and that British lasts weren't usually suitable. Also important, he stressed, was a good in-stock division for reorders, and better attention to delivery dates.

• **Porter Products Ltd.**, Brampton, Ont., affiliated with Gerry Lewis Ltd., well-known tannery firm, is producing and finding a marked demand for its new plastic transparent footwear which is easily tucked away in the feminine wearer's purse between showers.

• **The Anglo-Canadian Leather Co. Ltd.**, Huntsville, Ont., is meeting the growing competition of substitute materials with the installation of new machinery to provide for improved quality and more economical

operation. The company has been finding the demand for sole leather decreasing and certain lines hard to move. The installation of the new machinery and equipment has necessitated the firm increasing its staff.

• **Rocco Quaranta** has established a leather suit and garment making business at 517 Simcoe St., Niagara Falls, Ont. He has been engaged in the leather industry for 25 years.

• Estimated value of Canadian manufacturers' shipments of **leather products** during 1953 increased to \$220,002,000 as compared with \$219,201,000 during 1952, Canadian Government reports.

Such leather product shipments showed gains in first two quarters of 1953 over 1952 but declined in the last two quarters. Such values were as follows, figures in brackets being for preceding year: 1st qtr., \$62,697,000 (\$56,317,000); 2nd qtr., \$57,828,000 (\$53,435,000); 3rd qtr., \$54,097,000 (\$55,057,000); 4th qtr., \$45,380,000 (\$54,398,000).

• **E. V. Gray** has been appointed Sales Manager, Pacific Division of Dominion Rubber Co. Ltd., Montreal.

• **Sales of retail shoe stores** dropped 4.9% in dollar volume during the first five-month period of 1954 compared with same period of 1953, including losses in all areas, such as 1.7% in Atlantic Provinces, 2.7% Ontario, 3.4% in Alberta and British Columbia, 7.4% Manitoba and 8.7% Quebec.

Such shoe store sales in May dropped 6.5% in dollar volume as against April, with two areas showing gains of 6.9% in British Columbia and 2.4% Alberta but elsewhere losses included 0.6% in Manitoba, 2.7% Ontario, 11.4% Atlantic Provinces, and 15.7% Quebec. Compared with May a year ago, such sales in May declined 9.2%, including losses in all areas, such as 4.4% Ontario, 7% Atlantic Provinces, 8.3% British Columbia, 9.3% Alberta, 14.1% Manitoba and 14.6% Quebec.

Estimated retail shoe sales totalled \$41,817,000 in first five months of this year, including \$17,945,000 in Ontario, \$12,389,000 Quebec, \$3,982,000 British Columbia, \$3,113,000 Atlantic Provinces, \$2,058,000 Alberta and \$1,240,000 Manitoba.

Progress of the **shoe chains** is emphasized with the disclosure that such chain stores obtained \$3,682,000 of the business in May as against \$6,923,000 for the independent dealers. By provinces, shoe chains obtained the following, figures in brackets being for the independent shoe dealers: Ontario, \$2,034,000 (\$2,444,000); Quebec, \$1,054,000 (\$2,283,000); Manitoba, \$58,000 (\$270,000).

While all **retail shoe stores'** sales dropped 4.9% in first five months of 1954 compared with 1953, chains dropped 4.1% against independents' loss of 5.3% in this period.

• **Thomas Bata**, president of the Bata Shoe Co. of Canada Ltd., Batavia, Ont., speaking recently in Winnipeg, stated that the firm had over 3,000 shoe stores located in the various countries. It has 28 factories in operation in 28 countries. Mr. Bata, who is also president of the world-wide Bata organization, spends from two-thirds to three-quarters of his time on trips to the various countries where the plants are located. History of the Bata industrial organization goes back to 1620 when one of Tom Bata's ancestors decided farming was not profitable enough and went into the shoe business. At the present time their biggest business is in India. In 1931 the firm entered that land of barefoot people and worked up a tremendous field for its manufacturing facilities.

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Undisplayed advertisements cost \$3.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

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Coming Events

Aug. 29-Sept. 1, 1954—Allied Shoe Products and Style Exhibit for Spring and Summer 1955. Hotel Belmont Plaza, New York City.

Aug. 31-Sept. 1, 1954—Showing of American Leathers for Spring and Summer 1955. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 2-6, 1954—Boston Advance Spring Shoe Market Week. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and member showrooms.

Oct. 24-27, 1954—National Shoe Fair. Sponsored by National Shoe Manufacturers and National Shoe Retailers Associations, Palmer House and other Chicago hotels.

Oct. 26-27, 1954—Fall Meeting, National Hide Association. Edgewater Beach Hotel, Chicago, Ill.

Oct. 29-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

Oct. 31-Nov. 3, 1954—Michigan Annual Shoe Fair. Sponsored jointly by Michigan Shoe Retailers Association and Michigan Shoe Travelers Club. Hotels Statler and Sheraton-Cadillac, Detroit.

Nov. 28-Dec. 2, 1954—Popular Price Shoe Show of America, Inc., for Spring and Summer 1955. Sponsored jointly by New England Shoe and Leather Association and National Association of Shoe Chain Stores. Hotels New Yorker and McAlpin, New York City.

Jan. 16-19, 1955—41st Annual Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Retailers Association. The Benjamin Franklin, Philadelphia, Pa.

Feb. 19-22, 1955—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherland Plaza Hotel, Cincinnati, O.

March 1-2, 1955—Official showing of American Leathers for Fall and Winter 1955, sponsored by Tanners' Council of America, Waldorf-Astoria Hotel, New York City.

May 22-25, 1955—Annual Convention, American Leather Chemists Association, New Ocean House, Swampscott, Mass.

June 13-14, 1955—Annual Spring Meeting of National Hide Association, French Lick Springs, French Lick, Ind.

August 30-31, 1955—Official showing of American Leathers for Spring and Summer 1956, sponsored by Tanners' Council of America, Waldorf-Astoria Hotel, New York City.

Deaths

John O. Pilar . . . 72, leather-finishing firm executive, died August 1 at the Newark Beth Israel Hospital, where he had been ill for the past six weeks. He founded the firm of A. J. and J. O. Pilar with his brother in 1927. His brother Anthony survives him.

Charles W. Newcomb . . . 63, heel company executive, died last week in Lewiston, Maine, where he had been hospitalized for the past several weeks. A native of Maine, he was manager of the Leighton Heel Co., Auburn, and was associated with the company for many years. He was a 32nd degree Mason and a member of the Auburn-Lewiston Lions Club. Besides his widow, Elizabeth, he leaves a brother and three sisters.

Adolph Kaufman . . . 82, prominent shoe retailer, died last week in San Francisco after a short illness. He was board chairman of the nationally known retail shoe organization of Sommer and Kaufman, recently purchased by General Shoe Corp. A native of Germany, where he served apprenticeship as a shoemaker, he worked in America as a shoe factory hand and salesman before joining Sommer and Kaufman, founded by his cousin, in 1888. He was a skilled amateur violinist and helped popularize chamber music in San Francisco. His generosity in many philanthropies was well known. He is survived by a son.

Robert King . . . 72, shoe factory executive, died recently at his home in Syracuse, N. Y. A shoe factory foreman for many years before his retirement several years ago, King was employed at the Grey Bros. Shoe Co. in Syracuse for 35 years. Later, he was associated with A. E. Nettleton Shoe Co. He leaves his wife, a son and a daughter.

Arthur C. Bentley . . . shoe last executive, died July 21 at his home in Montreal, Que., Canada. He was general manager of United Last Co., Ltd. Bentley came to Canada from England

Index to Ads

Amalgamated Leather Co's., Inc.	38
American Cyanamid Co., Ind. Chems. Div.	6
American Extract Co.	29
Armour Leather Co.	24
Armstrong Cork Co.	19
Barbour Welting Co.	35
Blackhawk Tanners	24
Boston Machine Works Co.	17
Clinton Foods Inc.	29
Eagle-Ottawa Leather Co.	26
General Chem., Div. Allied Chem. & Dye Corp.	2
Hebb Leather Co., Inc.	26
F. C. Huyck & Sons	30
Independent Die & Supply Co.	35
Korn Leather Co.	36
Los Angeles Tanning Co.	36
Lynn Innersole Co.	Back Cover
Marathon Corp.	22
Ormond Mfg. Co.	35
Quirin Leather Press Co.	33
Robeson Process Co.	33
Ross, A. H., & Sons Co.	25
Schaefer Mch. Co., Inc.	25
Schlossinger & Cia., Ltda.	33
Stern Can Co., Inc.	23
H. Swoboda & Son, Inc.	33
United Shoe Machy. Corp.	20, 21 & 39

at an early age and soon became well-known throughout the shoe industry as a last expert. He had been associated with United Last Co. since 1932. His wife survives.



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